

REAL ESTATE JOBBING

Taking Action

Volume 3



“A Real Estate Jobber’s Diary”

Barry J Grimes

The 2004 Real Estate Jobber Course - Volume 3

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Introduction

Welcome!

Welcome To Volume 3 of the Real Estate Jobber course. We will learn how a fictional Real Estate Jobber applied the principles from Volumes 1 and 2 to build her Jobber business.

Real Estate Jobbing Volume 3



The Targets for Volume 3

1. See how a fictional Jobber uses the course to build her business.
2. The importance of taking action and getting your business started right away.
3. To view sample public records/documents similar to what you will be using.
4. To generate ideas of how to set up and operate your Jobber business.
5. To see the big picture of how you can catapult Real Estate Jobbing into a very profitable Real Estate Investing career.

Real Estate Jobbing Volume 3

BACKGROUND

Joanne Jobber (her friends call her Jo) is a fictional character based on some of my experiences and those of other real life Jobbers. She is not based on any particular person, but shares traits and an approach to this business with many Jobbers around the country.

This Volume is meant to give you an idea of how you can put the principles of the Real Estate Jobber course to use, and begin taking control of your life.

Barry's Thoughts

We will keep up with Joanne through the entries in her diary, and share her thought process, triumphs and disappointments. During the first ten days of her Jobber business, we'll check in daily. After that we will monitor her progress weekly.

The story is told through Joanne's eyes, but I will interject my thoughts and suggestions throughout. My thoughts will be in blue text bracketed between title bars, like you see here.

Jo has a tendency to procrastinate, and when she does the procrastination bug will appear and bite her. What's the procrastination bug?



Why there he is now, ready to sap motivation. Keep your eyes peeled for him throughout the diary, and in your own life.

Barry's Thoughts

Jo has just recently started writing a diary, in an effort to better understand what's going on in her life. She wants to review what she does right and wrong on a daily basis. This is an effort to understand how she can improve her family's lifestyle.

We will begin at the point she learns about Real Estate Jobbing. Let's get a glimpse at Jo's background before we dive into her diary.

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Joanne Jobber's Bio

Jo Jobber, formerly Joanne Cooper, is 37 years old and was born and raised in Ypsilanti, Michigan. She has a younger sister Valerie (Val), who is 29. The Coopers lived in a modest 3-bedroom house, with a small backyard. There was never an abundance of money, but they were far from poor.

Jo's father Gene was an assembly line worker for one of the large automobile manufacturers in the area. Gene worked for the same company for 35 years and retired a few years ago.

Jo's mother Irene worked in the local elementary school cafeteria, preparing lunches for the students. Like Gene, she worked for over 30 years before retiring from the school system. Irene now volunteers a few days a week at a local hospital.

Val graduated from the University of Michigan with a bachelor's degree in Business Administration. Four years later she received an MBA in Finance from the University of Michigan.

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Val moved to Central Florida ten years ago, after accepting a job with a hospitality company. Valerie is now the Manager of Internal Auditing for a Fortune 500 Banking company. Valerie is married to Tim Wynne and they have no kids.

Jo went to Eastern Michigan University in Ypsilanti for 2 years before dropping out. Jo has always had an entrepreneurial streak in her. She had a paper route as a youngster, and grew it to one of the largest in the city. She has tried a few different businesses as an adult, but has not found anything that has truly worked.

Jo is about 5'-7" and weighs 170 pounds with long dark hair and brown eyes. She met her husband Mike Jobber at Eastern Michigan, and they were married ten years ago. Jo worked as an Accounting Clerk for a local Hospital and Mike as an auto mechanic, before they followed Valerie to Central Florida a few years ago.

Jo now works for a hospital as a Patient Registration Clerk, and has been employed there for about 3 years. Mike is still an auto mechanic and works for a local auto repair shop. Jo earns about \$22,000 and Mike \$28,000 per year.

The Jobbers have two kids, Kayla who is 8 and Ion (E-un) who is 6. The kids go to a public elementary school.

The Jobbers live in a small 3-bedroom, 1-bathroom home with about 1,300 square feet of living space. They have a very small back yard, and a carport.

Barry's Thoughts

Okay, we now have some pretty good background information on Jo that undoubtedly has shaped some of the decisions she has made in the past, and will continue to effect some other decisions in the future.

Let's get to her diary.

Barry's Thoughts

WEEK 1

What A Week

I received some very disturbing news today. Val's job is being eliminated effective this Friday, and she will only receive two weeks of severance pay. She was very distraught and did not know what she would do, other than start looking for a new job.

This is Val's first downsizing, although it's nothing new to me, since I've been through two others. We both understand that working for the same company for your entire career is a thing of the past. Our parents were fortunate in this regard, but those days are long gone.

Barry's Thoughts

Val's situation is not uncommon. Millions of Americans were downsized last year. The security of working your entire career for one company like Jo's father is most likely gone forever.



Barry's Thoughts

I'm ashamed to admit it, but my first thoughts were, "I'm glad I still have my job". At least she does not have kids to worry about like us.

When I told Mike, he did not think she would have any trouble finding a new job, after all she has excellent qualifications. I guess he's right, but it's just terrible how uncaring all of these companies have become.

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I don't know what we would do if either of us lost our job. I had just been thinking about how I would juggle the bills this month in order to make ends meet. Mike or I may have to get a second job.

After doing my usual evening chores of cooking and washing dishes, I got the kids to bed and sat down at the computer to read my e-mail. There were the usual chains of forwarded e-mails from my friends and other junk mail. One e-mail caught my attention; the subject line said "Take Control of Your Life".

My life is about as far out of my control as possible. We live paycheck to paycheck and have to juggle bills each month. It would be nice to have some type of control of my life.

I read the e-mail and it talked about a way to take control, and not be dependent on my employer. It was something called Real Estate Jobbing that would allow me to make extra money in my spare time, with zero money, zero credit and there would be zero risk.

The e-mail was very intriguing. We certainly could use some extra money. Maybe **this** could be my second job. We don't have a lot of money available, and our credit is less than perfect from months of juggling bills, and I would love to have control of my life.

It's probably one of those no money down things I see advertised on TV or some other get rich quick plan. I will check out the website tomorrow; it's already after 10:00 and I'm going to bed now.



Self Analysis

It was another ordinary day at work. Most of the patients being admitted are friendly enough, but there's always a few that are rude. One gentleman came in with his wife, and they owned a landscaping company together. He did the work and she kept the books.

I've always dreamed of owning my own business, every since I started a paper route when I was a kid. The right opportunity just does not seem to exist anymore. A lot of money is usually required and there is always risk. We just can't afford any mistakes right now.

Valerie's situation has me thinking that starting my own business would be nice. I don't want to experience the trauma of downsizing again. Last time it caused a major disruption in our lives. Not to mention the worry. We can't live on unemployment wages.

I visited the Real Estate Jobber website. Real Estate Jobbing is just finding [leads](#) for Investors! It's not buying houses with no money down like I've seen on TV. One of the pages included a section on, "taking control of your life and living the lifestyle of your dreams".

I stopped believing that was possible. Mike and I used to have dreams of a fabulous lifestyle. We would have the perfect house, the perfect car, the perfect life. Somewhere along the way that all got lost in the daily grind of our simple life.

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The site confirmed my thoughts that it's dangerous to place our future in someone else's hands. The best way to control your life is by having your own business. I wouldn't have to worry about being downsized, and I would determine my own future.

Just the thought of owning my own business has me excited again. It might be a way to break out of the rut I've been in.

Barry's Thoughts

Many people are under the mistaken belief that working for someone else is the only alternative. This is not true; everyone has the ability to take control of his or her life...



... but most are afraid to try.

Barry's Thoughts

It's a five-volume course that will teach me everything I need to know to become a Real Estate Jobber. The cost is minimal and there's a free e-book I can check out first. I'm definitely going to request the free e-book and find out what Real Estate Jobbing is all about.

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Worries at Work

I haven't written in a couple of days, but there has been a lot going on.

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The rumors are circulating at work about layoffs again. Our department is being targeted, since admissions have been decreasing over the past six months. So everyone is nervous, including me.

They are thinking of having the Emergency Room staff handle all of the admissions, since they are open 24-hours a day. Only two of the ten current staff will be kept. I'm low on the seniority ladder and would probably be let go.

It's obvious that companies are only concerned with their bottom line, and the hospital is no different. My job may be safe this time, but what about the next time? What if my retirement fund was mismanaged and disappeared? Do I really want to gamble my family's future solely on this or any other company?

I'm not freaking out like I thought I would. I received the Real Estate Jobbing 101 e-book. I really liked what I read and it caused me to do some serious thinking about our current situation and myself.

Let me start from the beginning. I logged onto the computer a couple of nights ago and began retrieving my e-mail. I saw an e-mail entitled, "Here's Your Free E-Book". I had completely forgotten that I requested it. I downloaded the e-book and began reading.

The e-book talked about a way to begin taking control of your life by simply finding leads for Real Estate Investors. It sounded like a good opportunity and is something I feel I can do. The book is right; I would feel better having something to fall back on in case I lost my job. It's like an emergency parachute.

The most exciting part was the possibility of becoming a Real Estate Investor and being financially independent. Many Real Estate Investors are earning over a half million dollars a year. Real estate has created more millionaires than any other industry.

I'm already comfortable with the concept, since we have gone through the process of buying a house. In a sense we are already Real Estate Investors, now we just need to make a profit!

I again started dreaming about the life Mike and I had always wanted. Early on we both felt we were destined to be wealthy, but in 10 years of marriage it has not come close to happening. It's now just a remnant of a wonderful dream. We have become accustomed to our mediocre financial condition.

The course would allow me to start the business in my spare time and work from home. This would certainly be an ideal situation for a second job. I already spend enough time away from the kids. This will allow me to have my cake and eat it too.

The e-book says the real estate market has a never-ending supply of properties. When I thought about it, I realized it was true. People will always need a place to live, whether they are buying or renting.

The book talks about building a business as opposed to starting a business. The term building definitely sounds like you are making something permanent. It also spelled out what a perfect business would offer.

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- ✓ I can start it in my spare time, without quitting my job.
- ✓ I can start it with very little money and it would not cause a hardship for my family.
- ✓ I would be able to use resources that I already have.
- ✓ I would have a desirable product that will always be needed.
- ✓ I would be able to begin earning money quickly.
- ✓ I would be able to grow the business so that I can quit my job and take control of my life.

Real Estate Jobbing meets each of the criteria.

The book also talked about not having financial risk. The only risk is having to learn something new. Am I willing to risk learning something new? Yes, as long as the risk could not harm my family. I think with a little training, I can find leads for Real Estate Investors.

I found out that fear is the major obstacle to overcome. I've been scared a lot lately. I've been worried about bills, my job and the future. However, all of the worrying is not helping. The only way to eliminate the worry is to take control of my life.

Generating leads sounds easy. There is no selling involved. I simply have to learn how to find leads. I've always been very analytical and organized. I think it's something I can be good at.

I can make at least \$500 for each successful lead. If I am able to have one successful lead per week I will earn \$2,000 for the month. That's nearly 1-1/2 times my take home pay from the hospital!

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It's not a get rich quick plan, but I can handle that. I would rather have something solid than some scheme that could fall apart at any time.

The book asked another tough question. Am I a champion? After reading the criteria I had to answer honestly, no.

Mike and I have never been good at sacrificing. We seem to want instant gratification. Look at all the debt it's gotten us. We are dedicated to our jobs, but that has never carried over to our personal lives. We have to be dedicated to making our lives better.

Our attitude has been less than positive lately. The financial pressure has almost given us a sense of hopelessness.

Procrastination has always been one of my major weaknesses. It's easy to put things off and I never seem to get around to doing them.



So I definitely am not a champion, but it's not too late. I can work to improve myself in those areas and eventually become a champion of my life.

I was also very pleased to read that Real Estate Jobbing involves "win-win" transactions. I've always been the type of person who is very upfront and enjoy helping people. I would not be able to handle deceiving people to make a quick buck. I'm sure it would come back around to haunt me one day.

It was also refreshing to read that Investors are nice people for the most part. I understand that there are some jerks in every type of business. But I find it comforting just knowing that there are some people out there willing to help.

One of the greatest things is the opportunity for growth. There are three levels of Investing. I can start at the lowest level where there is no risk and work my way to the highest level. There is risk, but the rewards will be well worth the risks. Best of all, I can make excellent money while learning.

The middle level sounds particularly appealing; there is very little risk and high rewards. There I go again. To be a champion I must be willing to sacrifice. It's best to start as a Jobber and learn the ropes. The big money will come eventually.

Another question was asked, "do I have what it takes to get started"? I don't have everything right now. But, since there is not anything to buy, I can still get started and learn the traits that will make me successful.

The Jobber Biz Toolz contains an abundance of resources to help me get started. This is something I definitely want to try. I couldn't wait to talk to Mike about it. It was well after midnight by the time I had finished reading the e-book and I rushed to bed.

My job situation and the Real Estate Jobbing information has caused me to do some serious soul searching, I did not like what I was finding

in my life. It was time to make some changes. Like the book said, "you can't change your life, unless you change your life"

Barry's Thoughts

This type of critical self-analysis can be very painful. You may find that you are not happy with where you are in your life. The first step to correcting your situation is to take responsibility for where you are.

Don't blame anyone else or make excuses. Taking responsibility also means that you can make changes to get to where you want to be. Jo is on the right track so far.



Barry's Thoughts

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A New Hope

I could hardly concentrate at work the next day, all I could think about was taking control of my life and not having the worries that I have now. I began thinking about moving into a bigger house with a backyard for the kids. We could go on vacations and most importantly I can spend more time with my family.

My mother always made sure we had a family vacation growing up. We were not rich, but Val and I saw a lot of the country. I've always wanted to do the same for Kayla and Ion, but we have never been able to swing it.

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The day went by extremely slow. I wanted to tell Mike about what I had read so badly, I couldn't stand it. He was not allowed to have calls at work unless it was an emergency.

I picked up the kids, rushed home and finally told him. He was less than enthused and said, "Remember the website business you thought was so great"? I was shocked back to reality.

I thought back to when we tried to start a website design business a few years ago. We went to a free seminar and discovered that building websites for small businesses would allow us to earn money.

We would not only get paid for designing the website, but also from the rents the businesses would pay us each month. They called it being a Cyber-landlord. We would own the websites and rent them to other businesses.

Their revolutionary software would make designing the websites a snap and businesses would jump at the chance to have their own website for only \$99 a month.

Using a bunch of credit cards we scraped up the \$1200 necessary to buy three websites. We would lease the sites to small businesses for a set up fee of \$300 and a monthly hosting fee of \$99.

We had to pay monthly hosting fees of \$39, which would leave a \$60 positive cash flow each month. The \$180 monthly cash flow total from the three sites, plus the \$900 in set up fees really appealed to us.

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I have always been good with computers and Mike is a people person. I thought we had the perfect team. I quickly mastered the software and was able to build websites in no time.

Mike got off work at 3:00 and began making sales calls Monday through Friday on small businesses. After weeks of trying we finally made a sale to a pet supply store.

But within a few months the store changed ownership and dropped the website. We never recovered and gave up. We had the \$300 set up fee and about \$200 for three months of hosting, but still suffered a loss on our \$1,200 investment.

I almost had forgotten the awful feeling of that failure. But I'm trying to be a champion, so I persisted and told him this was different, because it would take very little money to order the course, and it contained everything needed to get started. He then reminded me of the two pyramid plans we had tried back in Michigan.

I again thought back to the pyramid plans we had tried about 8 years ago. This was a failure from the beginning. Our friends and family wanted no part of it, and we could never build a down line. We ended up spending over \$500 on motivational tapes and products that no one wanted to buy.

I was feeling like a champion and was undaunted by the negative experiences, and continued telling Mike how great of an opportunity it was. Finally he said, "What would we have to do?"

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I went on to tell him that we would only have to find leads for Real Estate Investors, and if the Investor bought the property they would pay us a \$500 to \$1,000 referral fee. Two referral fee payments would be more than an entire year of website rents.

Mike was still skeptical but relented, as long as the course was our only financial investment. Mike also had one other stipulation, I was on my own to get it started, because he had already had enough disappointment.

I have never tried to start a business without Mike, and I did not blame him for not wanting to be involved, but I quickly accepted his offer.

I figured once I got things rolling and showed him that I was in it for the long haul he would come around. So I prepared to do whatever was necessary to make this business successful for my family and me.

Barry's Thoughts

Jo is facing a common situation. Many families have tried businesses in the past that did not work out. Most simply view themselves as failures and give up. The great motivational speaker Zig Zigler says, that failure is an event not a person.

The venture may have failed, but you cannot be a failure. Learn from your mistakes and those mistakes will pay dividends in the future.



Even though the businesses did not work out, it sounds like the Jobbers gained some skills that will help their business.

Barry's Thoughts

I will spearhead the business and Mike will provide whatever support I need with the kids and housework. I'm going to order the Real Estate Jobber course immediately and begin taking control of my life.

Real Estate Jobbing Volume 3

WEEK 2

Day 1 As a Real Estate Jobber

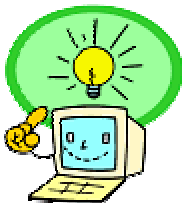
It was another long day at work, as I was anxious to get started reading the Real Estate Jobber books. The talk at work all centered on the possibility of our department being eliminated.

I am not giving the situation much thought since I'm determined to take control of my life. Everyday is a continued reminder that it is not safe being completely dependent on a company. This is excellent reinforcement for me to stick to my guns.

I read Volume 1, which is a recap of Real Estate Jobbing 101, with some additional details included. I picked up on some more points during the second reading. I understand the real estate jobbing process better, and the terms are starting to make sense.

Barry's Thoughts

I encourage you to read Volume 1, if you haven't done so. It contains everything from the free e-book, Real Estate Jobbing 101, plus a few more details. It's great reinforcement, and like Jo, you will have a better understanding the second time through.



Barry's Thoughts

I'm positive that I can develop all of the attributes needed to get started and be successful in this business.

Positive Attitude – I don't always have a positive attitude. Our financial outlook has been so bleak it's been very difficult to stay positive. Now that I have something important to work towards, I already feel more positive and upbeat. I even feel a little lighter on my feet at work!

Organizational Skills - I have always been a very organized person and feel very confident in this regard. I always receive a high rating for organization in my performance appraisal at work. This will definitely carry over and help my business.

Although, I'm a little more cluttered at home. I have not filed my bill payments away for a couple of months, and I still need to reconcile my bank statement from last month.



I will follow the organizational system in the guide and adjust it to meet my needs.

Entrepreneurial Spirit – I have always had an entrepreneurial spirit. Even as a kid I started a paper route, which was very successful. I delivered the papers on time no matter what.

Of course my father was also responsible, as he would drive me through my route during the cold Michigan winters. In the warmer months I rode my bike all over town delivering the newspapers and providing excellent service. I would get over \$400 in tips during the holidays.

Willingness to learn – I am a willing learner. I listen when others are explaining something and ask questions to make sure I understand. I'm not satisfied just knowing the steps involved. I also want to understand why I'm doing things in a certain way.

I'm definitely eager and willing to learn the business from established Real Estate Investors.

10 – 15 hours a week – This will definitely be a challenge. I'm addicted to TV. I have the line ups of my favorite programs memorized for every day of the week. Maybe I can stay up late to put the time in and still be able to watch TV.

I already have a vehicle and telephone, and I can pick up a map during my lunch break tomorrow.

Also, I already have a computer system, which I bought on credit a few years ago. It's a little old, but I think it will do the job. I bought it for the website business.

I plan to use my cell phone as my business line, but I will have to get in the habit of carrying it with me and checking messages. I will take advantage of the free business card offer for my first set. I don't have a digital camera, scanner or fax, but I'm sure these items can wait.

All in all, I think I'm ready to get started in my business!

Barry's Thoughts

Jo has performed an interesting evaluation of her skills. Let's rate her on each skill, like her employer does, with 5 being the best and 1 the worst.

Positive Attitude – she admittedly has some work to do in this area. Let's give her a 2.

Entrepreneurial Spirit – Jo was very successful with her paper route. However, we know she has given up on two businesses at the first sign of a problem. Let's give her a 3 for this category.

Willingness to Learn – Jo certainly seems to have the right attitude towards learning. I'll rate her a 4 here.

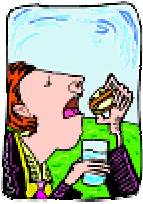
10-15 Hours a Week – Well, let's just say this is a weak area. Jo will have to overcome her TV addiction to free up a couple of hours each evening. This is especially important in the early stages. It's a sacrifice she will have to make if she wants to take control of her life. Let's rate her 1 for time commitment.

These are the most important factors in success for this business. Jo's average score is 2.5, hardly a stellar rating. Does this mean that Jo will not be successful? Of course not! She will simply have to improve where she is weak. **Identifying weaknesses is the first step to strengthening them.**

I suggest you perform a similar skills evaluation. Be brutally honest and identify areas where you need to improve. The purpose is not to

simply score yourself, but to help you identify what areas you need to work on.

Don't despair if you score low. These are all things that can be improved through effort. I told you anyone has the ability to succeed in this business if they are willing to put forth the effort. There is no magic pill that provides everything you need.



Everyone will have some areas to improve in, otherwise they would already be living the lifestyle of their dreams.

Barry's Thoughts

It's already after midnight again. I think I will call it a day, and pick up with Volume 2 tomorrow.

Real Estate Jobbing Volume 3

Day 2 As a Real Estate Jobber

It was another hectic day at work and morale is at an all time low. Most of the staff is already in the process of looking for another job. I'm not going to spend any time looking for a job right now. It would be impossible to phase out the admitting department overnight.

They will have to give us some notice. If things work out, I may be able to get a severance package and move into my business full-time.

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I'm going to go full speed ahead with my business, and plan to transition to it full-time by the time my job ends.

Barry's Thoughts

Jo may not realize it, but she has just set her first business goal. To be in a position to work on her Jobber business full-time, when/if her job ends. This is an admirable goal and it should be committed to writing with an estimated time frame. This will help provide a sense of urgency.



Barry's Thoughts

I'm not worried since only three successful leads would surpass my take home pay from the hospital. I already know it's a numbers game, and now I have to learn how to generate the numbers.

According to Volume 2, the first thing I should do is line up Investors to work with. I'm a bit nervous to contact such important people. What will they think of me? I don't know anything about real estate investing, yet I'm going to offer to provide them with leads. But I have to do it if I want to build my business.

I'm not sure what type of referral fee to set up. I like the idea of making a lot of money, but I think I will start out with a flat \$500 rate, since this is the simplest method. Later on I might experiment with a more aggressive method.

Tomorrow I will pick up a copy of the local classified papers to look for Investors. I know what types of ads to look for. They should be very easy to spot.

I'm really scared to go to an Investor Club meeting. I won't know anyone there. Looking for the road signs will be easy. We can take a drive and look for Investor signs this weekend.

The other method mentioned is a foreclosure auction. I'm not even sure what that is. I will try the easier methods first and work my way up to the more difficult approaches. I know I will have to become more comfortable walking up and talking to people, but I don't think I'm ready for that right now.



Barry's Thoughts

Jo's apprehension is normal. It's an uncomfortable feeling approaching complete strangers, but like all fears it can be overcome by taking action. Like Jo, start by calling the Investors from the classified ads and road signs.

As you begin to communicate with Investors you will realize they are people too, who really want your help. A person who can find true Motivated Sellers will be in high demand.

You will then feel more at ease approaching Investors in other settings, and before long the nervousness will be completely gone. Another fear conquered and a skill gained.

Jo is doing something else that's smart. She is mentally making notes of what she will do as she reads through the manual. You should do the same thing, during your second read through Volume 2. Write your notes down. Visualize how you will handle certain situations.



Your plan is not written in stone, so you can make changes later as you gain experience.

Barry's Thoughts

I took a quick look at the Investor club website <http://www.realestatepromo.com>. Good news, there is a local investment club. According to the club's website, they meet monthly and the next meeting is a week away. The web page seems friendly enough.

They talk about education, guest speakers and how everyone can learn, even beginners. I think I will try and attend the next meeting.

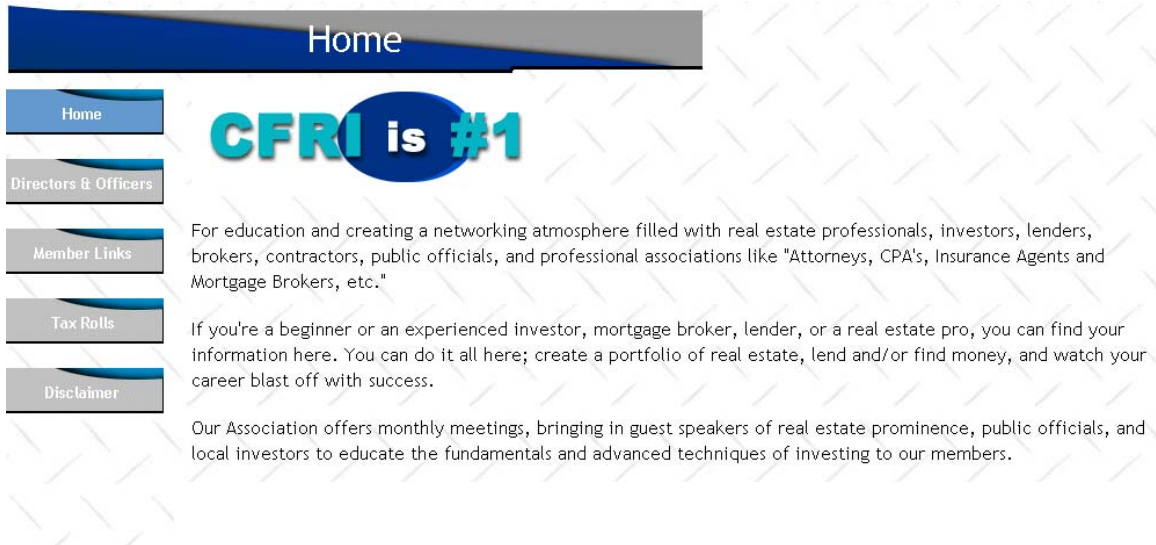


Figure 1 - Sample Web Page From an Investment Club

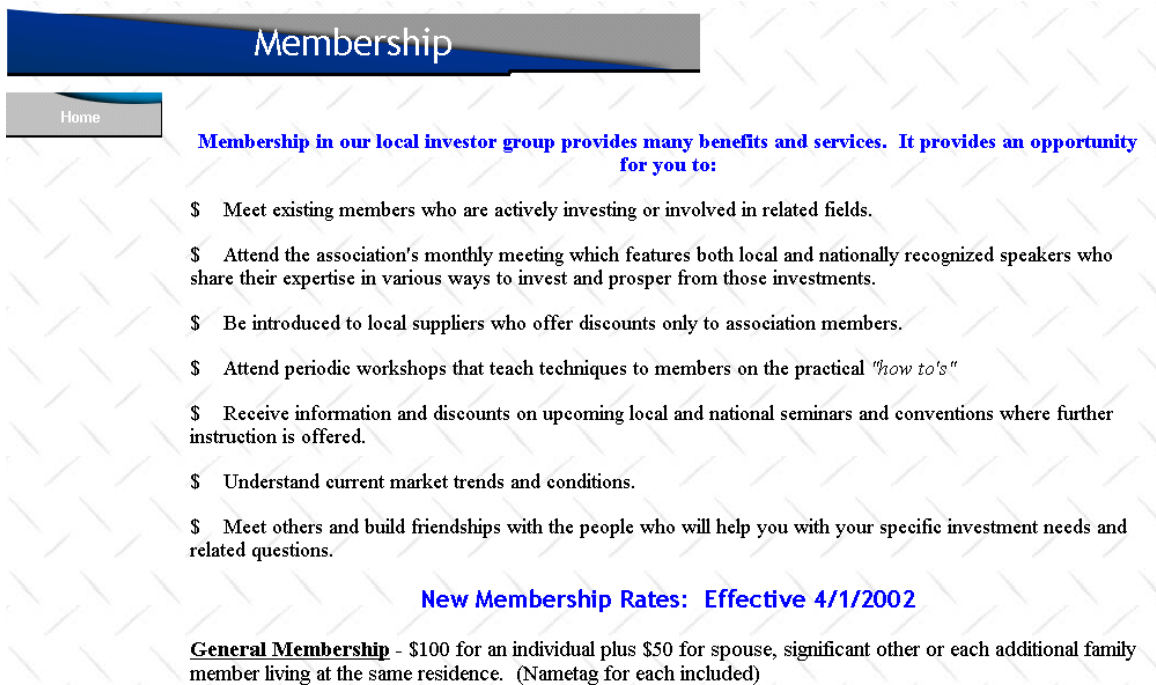


Figure 2 - Membership Page of Investor Club Website

The membership page had even more information. The membership is only \$100 per year; this seems like a bargain for all of the benefits that were listed.

Barry's Thoughts

The advantages of real estate investment associations (REIA) are obvious. Take a look at figures 1 and 2. This is extremely valuable knowledge that you can begin picking up immediately; not to mention the networking possibilities.



Attend your first meeting as soon as you can.

Barry's Thoughts

The book suggests consulting an attorney and CPA, but I can't afford to do that right now. I will just do the business under my own name for right now, and keep track of all of my expenses. As the business grows I will consult with the professionals.

I have not given much thought to my goals. Goals are something we are given at work, but we have never been rewarded for achieving the goals. I guess the word goal has kind of lost its meaning to me.

My short-term goal at this point is to be able to pay my bills, and my long-term goal is to be able to buy a bigger house and have some money left over at the end of the month.

I want to get the business going, and then I will think about goals and go through the **Goal Setting for Success** exercises in my Biz Toolz.

Barry's Thoughts



He sure doesn't look very motivated!

The procrastination bug has just bitten Jo again; he seems to follow her around. She has missed her obvious long-term goal of taking control of her **life**. This is why goals are so important, it's easy to lose sight of what you are trying to accomplish.

If you don't know where you are trying to go, how can you put a plan together to get there?



Decide what you want out of life, and as the renowned positive thinking expert David Schwartz says, "**Think Big**"; don't limit yourself as Jo has done.

Your long-term goals are your destination and your short-term goals are steps along the way. You can then develop a strategic action plan, which will serve as your road map to get there.

Just like any trip you will run into road construction along the way and have to adjust your route.



This may slow you down a little, but it's all part of the journey to reach your destination. When you arrive, it will be well worth the journey.

Take a break and read through the **Goal Setting for Success** guide included in your Biz Toolz. Keep your goals in mind as you read through the remainder of the course and during your rereads.

Go ahead and start setting your goals before you kick your business into high gear, and your strategic plan will easily follow.

Barry's Thoughts

Strategic planning is another term I hear thrown around at work all of the time. But I've never been involved in the process. I don't even know what a strategic plan looks like. It sounds overly complicated, I wonder if I really need one for my small business?



Generating 200 to 500 leads a month sounds really challenging, but doing so should eventually get me at least 2 to 5 referral fee payments each month. These payments will more than make up for my hospital pay!

I will definitely begin by searching for leads all over town until I find my niche. I want to become familiar with other areas of town, and make sure I'm not missing out on properties in those areas. Besides, I'm sure I will have Investors who work all over town.

I will have to learn how to use the public records to be successful. Right now I don't know where they are or what the rules are for using

them. The book makes suggestions for finding the records, which I will have to investigate soon.

The direct marketing methods seem pretty straightforward. The drive-bys sound really easy. I think I will take the book's advice and start with drive-bys. I'm going to try every lead source, and see what works best for me.

Barry's Thoughts

Again Jo has the right idea. Follow the suggestions in the course to get started. You will have plenty of time to branch out...



... and explore, after you gain a little more experience.

Barry's Thoughts

Well I'm only about half way through Volume 2, but I think I'll go to bed and try to absorb some of the information. It's an awful lot to try and take in all at once.

I'm still extremely confident that this business will work for me. Although some of the reality of what's involved is starting to sink in. It's a real business and I will have to work with strangers and step out of my comfort zone.

Mike has always been the more personable and outgoing of the two of us. In the past he would be the person going out and talking to people about the business. I would work on the computer and handle the

technical processes. This time it's all up to me, and I am determined to improve my people skills.

Real Estate Jobbing Volume 3

Day 3 As a Real Estate Jobber

It was a good day at work. I registered a patient that owns his own business. He has a service that cleans up after construction crews. He cleans up at new home construction sites, home renovations and fire-damaged properties.

His business is about 5 years old, and there have been lean times, but the business always seems to bounce back.

He has found a nice niche, just like many Investors. I'm beginning to see that carving out a niche is very important. Patients with these stories really help my motivation. It reinforces the point that millions of people operate their own businesses every day. It is possible to take control!

I talked to Val today, and she still has not found a job. She went on a couple of interviews, but has not landed anything. She is really down in the dumps right now. Even though she has an MBA, it's tough work finding a job, especially at her level.

It seems like the higher up you go, the harder it is to find a job. That's another good reason for building my own business. I won't price myself out of the job market as my business grows.

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I have not told Val or any of my family for that matter, about my new business venture. I want to be spared the lectures of living in a dream world. I've learned from past experience that I won't get any support. I will wait until things start rolling before telling anyone what I'm doing.

Barry's Thoughts

Jo makes a good point. You have to be careful whom you tell about your business venture. Most people will react negatively, because you are not doing what society deems normal.

Believe it or not, many people will actually be afraid that you will succeed. These people will try everything possible to bring you down.

Be careful whom you decide to tell. Your best bet is to follow Jo's lead and only tell your significant other. Everyone else can find out after the money starts rolling in.



It's much harder to put you down at that point.

Barry's Thoughts

I finished reading the Getting Started Guide. The paid marketing sources sound very interesting and exciting. Thinking about advertising really makes me feel like I'm in business. I would have never thought of most of these methods.

I will start out using the free sources, but I definitely plan to use some of the paid sources in the very near future. I'm planning on using the

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PACER system to find bankruptcy notices. I can get a lot of bang for the buck with this service.

The postcards also seem like an inexpensive way to reach Motivated Sellers. I will explore as many of the classified sources as I can. The placemat and vacation voucher methods also sound interesting.

I think I will bypass the foreclosure listing services, and look up the information myself.

Barry's Thoughts

Jo continues to visualize how she will operate her business. Even when you are reading through the books in the pre-planning stage, it's a good idea to start thinking about what you are going to do.

Not only think about it, but also visualize yourself doing it! Imagine how it will feel to pick up your first referral fee payment. How will you get your first lead? What area of town will you start in? Really think about it.



Barry's Thoughts

The networking aspect really sounds intriguing. I would love to have a network of contacts out there looking for distressed properties. I would gladly pay them \$100 or maybe even a little more, depending on the leads they provided.

I already have several people in mind to approach. I think it will go over very well. I'm not sure when I will be able to begin building my network, but I'm going to start a list of people that would make good candidates. I will add to the list as I come across people who are a good fit.

Since most of my family still lives in Michigan, they won't be able to help. I just can't imagine Val out looking for leads. I just don't think she would be interested at all.

Barry's Thoughts

Not so fast. Her sister probably won't go out looking for leads, but she most likely will end up working for another large corporation. She may gain knowledge of employees that are being transferred. All she has to do is pass them Jo's business card.

Don't overlook any source that can tap into Motivated Sellers. Remember, leave no stone unturned.



Barry's Thoughts

The premium lead model really makes sense. I can earn double the money and learn how to deal with sellers directly. I'm sure my Investors will really appreciate getting information that is even more usable than normal. I will probably charge \$1,000 for these leads.

With my accounting background I will have no problem working with the spreadsheets and doing the ratios. I've always been good with numbers. I will put this at the bottom of my list to learn.



Barry's Thoughts

Many people, who work with numbers for a living, aren't able to carry it over to their personal lives.



Don't underestimate the importance of the ratios and keeping good records.

Barry's Thoughts

There is no doubt in my mind that real estate investing is the profession for me. I will learn the ropes as a Jobber, but I really want to buy and sell properties in the future.

I can earn enough money so that we can live comfortably and I'll be helping people out of difficult situations. We will finally be able to get a house with more than one bathroom!

I'm calling it a night; it's nearly 11:00. Wow, three evenings without TV; it's not nearly as bad as I thought it would be. I have so much to occupy my mind that I can't even think about watching TV right now.

Day 4 As a Real Estate Jobber

This was a very sobering day at work. I registered a patient whose husband was diagnosed with terminal cancer. The couple has been married for over 50 years. It was a very sad situation and kind of put things in perspective. Financial difficulties definitely rate low on the scale of possible problems.

I read Volume 4 Real Estate Jobbing on the Internet. I'm very excited about the possibility. At first I wondered how a website could possibly help my Jobber business.

There are numerous ways to use a website in my business. I already have an understanding of how they work, from our business. Perhaps the website business was not a complete waste.

Barry's Thoughts

Often skills gained from other ventures come back to serve a useful purpose. That's why you never truly fail, if you take something of value away from the experience.

The knowledge Jo gained from her website business will most likely pay off big time in her Jobber business.



Barry's Thoughts

I plan to get my business up and running and then build my website as soon as possible. It will be a great business tool. Well, I have finished reading the books and note taking. Tomorrow I start taking action!

It was an emotional day and I'm going to bed a little earlier tonight.

Real Estate Jobbing Volume 3

Day 5 As a Real Estate Jobber

TGIF! This was another uneventful day at work. There was the usual griping about how stupid management is. I even found myself repeating my favorite saying today, "if I were in charge I'd..." I have been saying this for years; now I actually have an opportunity to be in charge of my own business!

The reality is it's a double edge-sword. I will not have anyone to blame for any shortcomings in my business. I sure wouldn't want people complaining about the way I manage my business.

The exciting news is that I read through two of the classified newspapers and identified 31 Investors. The ads were just like those shown in the Getting Started Guide. There were only two ads that contained a website address. I will check them out tomorrow since tonight is pizza night.



Barry's Thoughts

It would only take a few minutes to check the 2 Investor's websites out. This is vitally important information. There is probably information that will help Jo's development. She may forget or something else could come up the next day.



The old saying is true, "never put off for tomorrow what you can do today".

Barry's Thoughts

Tomorrow we plan to drive around several neighborhoods and look for FSBO properties. I'm going to start in an area close to my house that I'm familiar with, but as I learn Investor preferences I will branch out to other areas of town.

I also hope to start reading the motivational books that came with the system, in the very near future. The descriptions sound very interesting and helpful. My problem is I've never been a big reader. Reading through the Real Estate Jobber books is the most reading I've done in years.



Mike is still very skeptical about my business. He can't seem to move beyond the previous failures that we have had. The only way to convince him will be to start bringing in some money.

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He has agreed to do the drive-bys with me, as it's a way for me to work on the business and still have family time. I plan to make a game of it with the kids. If they spot enough FSBO or FRBO signs then we will stop for ice cream. I'm very anxious to get started.

I checked on the advertising rates in those weekly-classified papers. I was very surprised to find out that the rates are only about \$10 a week for a three-line ad. I understand why Investors use these papers.

The papers are free to the public and the classified rates are very reasonable. These papers certainly reach Motivated Sellers. This is definitely a marketing avenue that I plan to explore later on.

I'm already starting to go through the numbers in my head. I'm hoping to be able to find 700 leads a month. That's about 175 leads per week. If only 1% of these turn into successful leads, I will make between \$3,500 and \$7,000 in one month!

As I get better I should be able to raise my success rate to 2%. The numbers are just mind-boggling. It's really difficult to imagine making that much money in one month. It would take me most of the year to earn that much at the hospital.

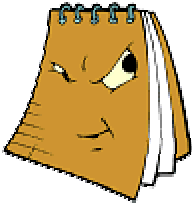
I can see the importance of making a plan to hit these numbers. As soon as things get going I will have to write out my plan and include the numbers I'm shooting for.



Barry's Thoughts

Jo has a very good attitude, but again the procrastination bug is holding her back. She needs to commit her numbers to writing immediately. If you take the time to mentally calculate the numbers, then spend a few more minutes and write them down. This will make your strategic planning easier.

Keep a pad of paper with you at all times,...



...and write down ideas as they pop in your head. Otherwise you will forget them. Ever had a great idea while you were in bed? You probably forgot it the next morning. You might consider investing in a digital mini recorder; this will make it easy to record your ideas as they pop into your head.

Barry's Thoughts

I know there will be a lot of work involved, but I can't let that stop me. Oh, there's the doorbell the pizza must be here. Well that's all for tonight. Tomorrow I look for leads!

Real Estate Jobbing Volume 3

Day 6 As a Real Estate Jobber

What a great day. I feel like I actually started my business today. We spent about 2 hours and did drive-bys in four different areas. There were lots of Real Estate Agency signs scattered throughout the neighborhoods.

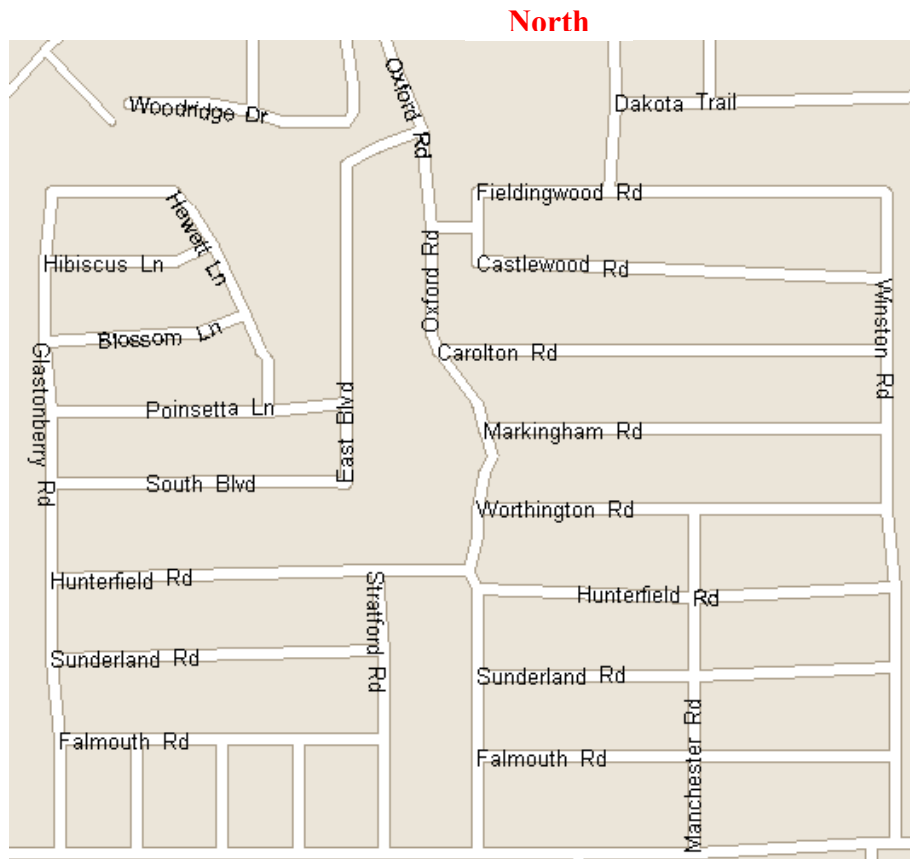


Figure 3 - Jo's First Drive-by Map

We went down Oxford Road and turned right onto Falmouth Rd, and drove slowly down the street. I looked for houses for sale on the right and Mike on the left. The kids were looking on both sides. We saw 3 or 4 Real Estate Agency signs, but no FSBO.

We turned left onto Winston Road and then left again on Sunderland Road. We drove slowly down the street, but again no FSBO. We then turned right on Oxford and then took a quick right on Hunterfield Road. About half way down the street, I saw a "For Sale" sign with no Real Estate Agency name.

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It was a red sign with white lettering. Mike pulled over and I quickly wrote the phone number and address in my Drive-by log, and we were off in less than a minute.

We followed the same pattern and covered Worthington Road, Markingham Road, Carolton Road, Castlewood Road, Fieldingwood Road, and Dakota Trail. We then went back and drove down Manchester Road. We found 3 more FSBO properties and one FRBO property.



Figure 4 - A Typical FSBO Home with "Red Sign"

Barry's Thoughts

Figure 4 shows a very typical FSBO sign. These red signs are sold in most hardware stores, and the owner can simply write in the phone number. Keep your eyes peeled for these signs.



Jo is handling the drive-bys correctly. She covered all of the streets from West to East in that area, and then doubled back to the South to North Streets.

It doesn't matter which direction you start in, just drive all the streets in that direction, and then cover the streets in the opposite direction. This will keep you from getting mixed up and covering the same part of a street more than once.

Barry's Thoughts

We then moved on to three other neighborhoods in the area. We followed the same driving strategy and ran across several more FSBO and FRBO properties. I had no idea so many homes were for sale. It must be this way all the time, but I just really never noticed.

There were some occasions when a FSBO "Chaser" sign was out on the main road, and we had to follow signs through several streets to find the house. This took a little more time, but it was worth it. In a couple of instances we found more FSBO homes in the process.

There were a couple of duplexes mixed in, but we did not record these as leads, since we did not know if any Investors would be able to work with them. If I get an Investor interested I will go back and get the leads.



Barry's Thoughts

Always record every lead that you come across. Since you're already there, take a minute and write down the information. If your Investor is interested, you already have the information. If not, you haven't lost anything.

Barry's Thoughts

Another bonus, out on the main streets there were 6 Investor road signs. These signs read, "**Cash for Your House**", "**Close in 7 Days**", "**Avoid Foreclosure**", and other similar messages. I wrote down all of the phone numbers.

Again, these signs must be here all of the time. I'm sure I noticed them, but I really did not understand or really care for that matter, what they meant. Now they represent future paydays for me!

When it was all said and done I had found 14 leads, with the help of my family, of course. Ten of these were FSBO and the other 4 were FRBO. This was very easy and a fun way to spend of couple of hours.

Drive By Log

Phone Number	Property Address	Type	Part of Town	Date	Notes
847-2649	377 Hunterfield Rd	FSBO	Crown Island Sub	30-Jun	
962-8511	285 Worthington Rd	FSBO	Crown Island Sub	30-Jun	
962-6871	468 Carolton Rd	FRBO	Crown Island Sub	30-Jun	
672-8997	572 Dakota Trail	FSBO	Crown Island Sub	30-Jun	
847-2541	1615 Waverly Drive	FSBO	Habor Club Sub	30-Jun	
629-7931	2482 Grahm Rd	FSBO	Habor Club Sub	30-Jun	
792-1545	1562 Meadowood Rd	FRBO	Habor Club Sub	30-Jun	
672-4128	182 East Blvd	FRBO	Forest Knoll Sub	30-Jun	
629-8523	233 Derbyshire Rd	FSBO	Tragon Manor sub	30-Jun	
658-9713	572 Mohave Trail	FSBO	Tragon Manor sub	30-Jun	
847-1234	589 Mojave Trail	FSBO	Tragon Manor sub	30-Jun	
658-9746	215 Thistle Trail	FRBO	Tragon Manor sub	30-Jun	
672-8744	1513 Falmouth Rd	FSBO	Bellware Cove	30-Jun	
672-1133	1216 Glastonberry Rd	FSBO	Bellware Cove	30-Jun	

Figure 5 - Jo's First Drive-by Log

Barry's Thoughts

Jo's Drive-by Log looks good. Don't forget to include notes of anything that would assist the Investor.

Barry's Thoughts

We took the kids for ice cream and headed home. After arriving home I realized that I had made a mistake. I forgot to record the mileage in my Mileage Log. Mike estimates that we drove about 30 miles; boy those miles add up quick. I won't make that mistake again.

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All in all it was a very productive day. I can't wait to get into some of the other lead-finding methods. I will do drive-bys during my lunch hour in the areas around the hospital. Then on Saturday mornings I will cover different areas.

I think I can generate at least 200 drive-by leads a month. That will be my first drive-by goal. I'm going to have to get my goals in writing at some point.



Real Estate Jobbing Volume 3

WEEK 3

Day 7 As a Real Estate Jobber

Yesterday was quite an exciting day. I actually generated my first leads. Today I started figuring out how to get the rest of the information that I will need. I had to find the public records.

I started out by finding my county website through <http://www.capitolimpact.com/gw/>, as indicated in the Getting Started Guide. I Found the website for my county, and there was a link to the Clerk of Courts website, just what I was looking for.

I went to the website and it was almost like going to the Courthouse in person; they had a lot of information available. With this much information I probably won't have to go to the Courthouse in person.



Barry's Thoughts

Although many Counties have an abundance of information available online, I still recommend going in person at least once. This will get you more familiar with the documents and how they are recorded.

Often the workers in the Courthouse can be a big help. They can even offer tips to make your web surfing more profitable.



There are most likely some documents you will not be able to get online, so a trip to the Courthouse will be in order. It should only take a couple of hours of your time. While you're there learn how to use the in-house records, which will only make using the online records easier.

Barry's Thoughts

It looks like almost all the records I'll need are available online. The Clerk of Court's public records are listed, a link to the Property Appraiser is also there and a link to the Tax Assessor is available. Boy, am I lucky!

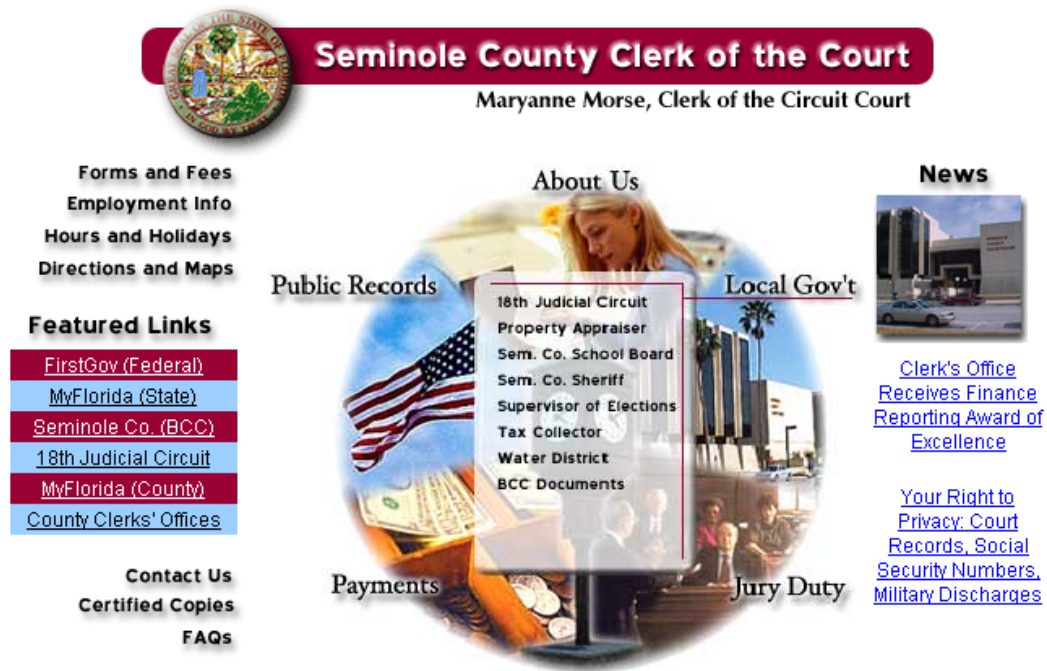


Figure 6 - Sample Clerk of Courts Website

I immediately saved the site into my "Favorites" list. I then explored the public records area of the site.



Figure 7 - Clerk of Courts' Public Records Menu

There were links to the public record search, public notices and foreclosures. I'm sure I will need to use all of these sources eventually. I started with the public records search to see what is available.

There were four types of searches to choose from. The Party Name, Document Type, File Number or Book/Page. After looking at each selection the "document type" search seems most appropriate. I can use this search even if I don't have the name.

PUBLIC SEARCH
Verified as of 3/10/03

Party Name	Document Type	File Number	Book/Page
----------------------------	----------------------	-----------------------------	---------------------------

Enter Document Type Code

Use commas to separate codes for multiple Document Type Searches (eg., MTG,D)
Click here [Document Type List](#) for valid Document Type Codes.

Restrict Search by Consideration Amount (optional)

Numbers, separated by commas (e.g., 500,000)
*Results will have a consideration equal to or greater than the amount entered.

Date Range (mandatory)

From (mm/dd/yyyy)

To (mm/dd/yyyy)

[7 days](#) | [30 days](#) | [90 days](#)

Search Options

Show first 100 records

DisplayRecords Per Page

Figure 8 - Public Record Search Screen

I was stumped at first because I had no idea what the document types were. I then noticed a link that said "[Document Type List](#)". This link brought up a list of valid document types to use for searches.

A couple of the document types immediately caught my attention. I remembered them from the Getting Started Guide. They were the Lis Pendens and Liens.

F	DEED
FA	DEED W/ASSUMPTION
FN	FICTITIOUS NAME
FS	FINANCIAL STATEMENT
FSA	FINAN STATE AGR
GUARD	GUARDIANSHIP
IC	INDEX CORRECTION
JUDG	JUDGMENT
L	LEASE
LET	LETTERS
LN	LIEN
LP	LIS PENDENS
M	MORTGAGE
M-2	SECOND MORTGAGE
M-3	THIRD MORTGAGE
MISC	MISCELLANEOUS

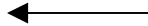


Figure 9 - Partial List of Valid Document types

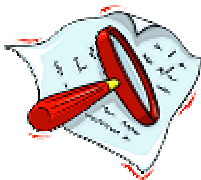
After looking back to the Getting Started Guide for a refresher on the Lis Pendens, I couldn't resist searching them. The Lis Pendens are the notices sent out before a property is foreclosed on.

I entered the Lis Pendens property type code (**LP**), and searched for just one day to see how many records were available. Wow, there were 18 records for just one day. These represent people who are facing foreclosure and may need the help of an Investor.

Barry's Thoughts

Jo has found some very good information, but these Lis Pendens may not all be for mortgage foreclosures. You will want to make sure that the purpose of the document is to foreclose a mortgage.

Read the fine print...



...to assure a mortgage is being foreclosed.

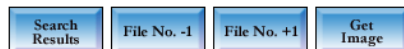
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As you can see in figure 10, the party name is included. This includes all parties named in the action.

Barry's Thoughts						
Search Results						
(Displaying 1-20 of 38 Records)						
* Designates From Party Records In Color Not Verified Record, Replaced Record, Correction Record Click Party Name to See Document Details						
Party Name	Date	Type	Book	Page	Legal Description	File No.
* MICHIGAN NATIONAL BANK	07/12/2002	LP	4460	1412	L10 BA FELLOWSHIP ADD SANFORD	2002908441
* STANDARD FEDERAL BANK	07/12/2002	LP	4460	1412	L10 BA FELLOWSHIP ADD SANFORD	2002908441
↓ ERNEST JR	07/12/2002	LP	4460	1412	L10 BA FELLOWSHIP ADD SANFORD	2002908441
↓ SANDRA F	07/12/2002	LP	4460	1412	L10 BA FELLOWSHIP ADD SANFORD	2002908441
↓ SANDRA	07/12/2002	LP	4460	1412	L10 BA FELLOWSHIP ADD SANFORD	2002908441
↓ JOSEPH M	07/12/2002	LP	4460	1412	L10 BA FELLOWSHIP ADD SANFORD	2002908441
FFLER CENTER	07/12/2002	LP	4460	1412	L10 BA FELLOWSHIP ADD SANFORD	2002908441
BANK N A	07/12/2002	LP	4460	1412	L10 BA FELLOWSHIP ADD SANFORD	2002908441
STATE OF FL DEPT REVENUE	07/12/2002	LP	4460	1412	L10 BA FELLOWSHIP ADD SANFORD	2002908441
DOE JANE	07/12/2002	LP	4460	1412	L10 BA FELLOWSHIP ADD SANFORD	2002908441
DOE JOHN	07/12/2002	LP	4460	1412	L10 BA FELLOWSHIP ADD SANFORD	2002908441
REGANAL GREGORY W	07/12/2002	LP	4460	1414	L23 HERON RIDGE PH 1	2002908442
PEGGY ELIZABETH	07/12/2002	LP	4460	1414	L23 HERON RIDGE PH 1	2002908442
BANK F S B	07/12/2002	LP	4460	1414	L23 HERON RIDGE PH 1	2002908442
ON NATIONAL BANK	07/12/2002	LP	4460	1414	L23 HERON RIDGE PH 1	2002908442
MASTER ASSN INC	07/12/2002	LP	4460	1414	L23 HERON RIDGE PH 1	2002908442
ELECTRONIC REGISTRATION S	07/12/2002	LP	4460	1414	L23 HERON RIDGE PH 1	2002908442
D FINANCE CORP	07/12/2002	LP	4460	1414	L23 HERON RIDGE PH 1	2002908442
SPRINGS CONDOMINIUM ASSN INC	07/12/2002	LP	4460	1418	UN 183B DESTINY SPRINGS	2002908444
MARJORIE	07/12/2002	LP	4460	1418	UN 183B DESTINY SPRINGS	2002908444

Figure 10 - Lis Pendens Search Results

The results did not make a lot of sense to me. I clicked on the party name to see if there was more information available.



Document Detail

Type: LP
File Number: 2002908441
Date/Time: 7/12/02 15:52:36
Book Type: O
Book/Page: 4460/1412
Pages: 2
Consideration: \$0.00
Legal: L10 BA FELLOWSHIP ADD
SANFORD
Grantors: STANDARD FEDERAL BANK N
A
MICHIGAN NATIONAL BANK
STANDARD FEDERAL BANK
Grantees: ↓ ERNEST JR
↓ SANDRA F
↓ SANDRA
↓ JOSEPH M
RD TIRE & MUFFLER
↓
STATE OF FL DEPT REVENUE
DOE, JOHN
DOE, JANE

Figure 11- Lis Pendens Document Details

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There sure were a lot of names listed. I can tell the mortgage company is Standard Federal Bank. The Grantees must be the defendants. There was a "Get Image Button", which showed the actual document.

GENERAL JURISDICTION DIVISION
CASE NO: 02-CA-1680-14-G

STANDARD FEDERAL BANK NATIONAL
ASSOCIATION F/K/A MICHIGAN
NATIONAL BANK, SUCCESSOR BY
MERGER TO STANDARD FEDERAL BANK
PLAINTIFF
VS.

LIVING, AND IF
POUSE, HEIRS,
ASSIGNEES,
TRUSTEES AND
CLAIMING AN
INTEREST UNDER OR
BY DEED, MORTGAGE,
OR OTHERWISE;
UNKNOWN
PERSON JR, IF ANY;
A SANDRA
J. LER D/B/A
FFLER CENTER;
DEPARTMENT OF
HEALTH AND JANE DOE AS
POSSESSION.

DEFENDANT(S)

2002 JUL 11 PM 3:18
BY SEMINOLE CO. FLA.
D.C.

NOTICE OF LIS PENDENS

1. TO: The above named Defendants, AND ALL OTHERS WHOM IT MAY CONCERN:

2. YOU ARE NOTIFIED of the institution of this action by the Plaintiff against you seeking to foreclose the Note and Mortgage encumbering the described property and the decreeing of a sale of the property under the direction of the court in default of the payment of the amount found to be due the Plaintiff under the Note and Mortgage, and for other, further and general relief set forth in the Complaint.

FILE NUM 2002908441
OF BOOK 04460 PAGE 1413
LOT 10, BLOCK A, FELLOWSHIP ADDITION TO SANFORD, AND NORTH 1/2 OF VACATED STREET
ADJACENT ON THE SOUTH, PLAT BOOK 8, PAGE 3, OF THE PUBLIC RECORDS OF SEMINOLE
COUNTY, FLORIDA.

Dated at Plantation, Broward County, Florida, this 9 day of July, 2002.

IAN LAURE FOLMER
J. Stern, P.A.
Suite 500

93864

02-93607 (AM)

Figure 12 - Lis Pendens Document

Yep, this was a notice to foreclose on a mortgage or a preforeclosure. The address was not included, but the legal description was. I guess it will take a little detective work to figure out the address. It all seems a little confusing, but I can call the Clerk of Courts to get answers to my questions. This is the place to find my preforeclosures!

I then checked out the foreclosure link, but it was a listing of properties going to auction. These would not be preforeclosures, but I guess I should think about attending a foreclosure sale one day.



Next I went to the Property Appraiser's website, and then to the record search area.



Figure 13 - Property Appraiser Website

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There were several search options to choose from including Owner Name, Parcel Number, Subdivision Name and Street. So if I have any of this information, I can find the property record that I need.

Real Estate Property Search				
Select <u>only</u> one of the following search criteria. HELP				
Owner Name (Last Name First Name)		Facility Name		
Parcel Number		Subdivision Name		
Street #	Street Name (No Suffix)		Book	Page
			Plats :	
Query Clear Form				

Figure 14 - Property Appraiser Search Options

Just for the heck of it I looked up my neighbor's property information by name.

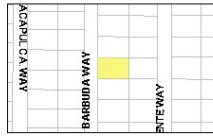
PARCEL DETAIL	REAL ESTATE	PERSONAL PROP	TAX ROLL	SALES SEARCH																								
  																												
GENERAL Parcel Id: 21-21-29-501-0000-1410 Tax District: 01-TX DIST 1 - COUNTY Owner: BUI HANHAN R R T & M Exemptions: 00-HOMESTEAD Address: 63: City, State, Zip Code: AL FL 32714 Property Address: 63: Subdivision Name: OAKLAND HILLS Dcr: 01-SINGLE FAMILY	2003 WORKING VALUE SUMMARY Value Method: Market Number of Buildings: 1 Depreciated Bldg Value: \$54,149 Depreciated EXFT Value: \$0 Land Value (Market): \$11,500 Land Value Ag: \$0 JustMarket Value: \$65,649 Assessed Value (SOH): \$61,030 Exempt Value: \$25,000 Taxable Value: \$36,030																											
SALES <table border="1"> <thead> <tr> <th>Deed</th> <th>Date</th> <th>Book</th> <th>Page</th> <th>Amount</th> <th>Vac/Imp</th> </tr> </thead> <tbody> <tr> <td>WARRANTY DEED</td> <td>10/19/88</td> <td>02011</td> <td>1944</td> <td>\$47,500</td> <td>Improved</td> </tr> <tr> <td>WARRANTY DEED</td> <td>09/19/81</td> <td>01355</td> <td>1218</td> <td>\$38,000</td> <td>Improved</td> </tr> <tr> <td>WARRANTY DEED</td> <td>01/19/77</td> <td>01122</td> <td>0648</td> <td>\$18,900</td> <td>Improved</td> </tr> </tbody> </table> Find Comparable Sales within this Subdivision	Deed	Date	Book	Page	Amount	Vac/Imp	WARRANTY DEED	10/19/88	02011	1944	\$47,500	Improved	WARRANTY DEED	09/19/81	01355	1218	\$38,000	Improved	WARRANTY DEED	01/19/77	01122	0648	\$18,900	Improved	2002 VALUE SUMMARY 2002 Tax Bill Amount: \$603 2002 Taxable Value: \$34,600			
Deed	Date	Book	Page	Amount	Vac/Imp																							
WARRANTY DEED	10/19/88	02011	1944	\$47,500	Improved																							
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WARRANTY DEED	01/19/77	01122	0648	\$18,900	Improved																							
LAND <table border="1"> <thead> <tr> <th>Land Assess Method</th> <th>Frontage</th> <th>Depth</th> <th>Land Units</th> <th>Unit Price</th> <th>Land Value</th> </tr> </thead> <tbody> <tr> <td>LOT</td> <td>0</td> <td>0</td> <td>1.000</td> <td>11,500.00</td> <td>\$11,500</td> </tr> </tbody> </table>	Land Assess Method	Frontage	Depth	Land Units	Unit Price	Land Value	LOT	0	0	1.000	11,500.00	\$11,500	LEGAL DESCRIPTION PLAT LEG LOT 141 OAKLAND HILLS PB 13 PG 64															
Land Assess Method	Frontage	Depth	Land Units	Unit Price	Land Value																							
LOT	0	0	1.000	11,500.00	\$11,500																							
BUILDING INFORMATION <table border="1"> <thead> <tr> <th>Bld Num</th> <th>Bld Type</th> <th>Year BR</th> <th>Fixtures</th> <th>Gross SF</th> <th>Heated SF</th> <th>Ext Wall</th> <th>Bld Value</th> <th>Est. Cost New</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>SINGLE FAMILY</td> <td>1960</td> <td>3</td> <td>1,595</td> <td>1,377</td> <td>CONC BLOCK</td> <td>\$54,149</td> <td>\$70,323</td> </tr> </tbody> </table> Appendix / Sqft: UTILITY UNFINISHED / 70 Appendix / Sqft: ENCLOSED PORCH FINISHED / 80 Appendix / Sqft: OPEN PORCH FINISHED / 68					Bld Num	Bld Type	Year BR	Fixtures	Gross SF	Heated SF	Ext Wall	Bld Value	Est. Cost New	1	SINGLE FAMILY	1960	3	1,595	1,377	CONC BLOCK	\$54,149	\$70,323						
Bld Num	Bld Type	Year BR	Fixtures	Gross SF	Heated SF	Ext Wall	Bld Value	Est. Cost New																				
1	SINGLE FAMILY	1960	3	1,595	1,377	CONC BLOCK	\$54,149	\$70,323																				

Figure 15 - Property Appraiser Record

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There it was, all of the information I need to submit a lead. It's almost scary how much information is available to the public. A couple of weeks ago I didn't know any of this existed. Now I can look up anyone's property information.

Okay, I know how to find preforeclosures and the property appraiser record, next I will look at the Property Tax Assessor's website.

Tax Estimator Back to Search Options Current 2002 Millage Rates					
<i>The information contained herein does not constitute a title search and should not be relied on as such.</i>					
Parcel Number: 21-21-29-501-0000-1410			Owner & Address:		
Requester IP: 65.35.18.201		Date: 3/13/2003	BL		
Tax Year: 2002			63		
Total Assessed Value: \$59,600 Taxable Value: \$34,600 Gross Tax Amount: \$789.41 Millage Code: 01			AL		
			Exemptions:		Questions About Exemptions?
			Widow, Disability, or Other:		
			Homestead:		\$25,000
			Map and Property Appraiser Information		
Legal Description: LEG LOT 141 OAKLAND HILLS PB 13 PG 64					
Current Tax:					
Amount Due: *NONE*					
Date	Receipt Num.	Amount Paid	Date	Receipt Num.	Amount Paid
11-25-02	M11/25/02P040642	\$757.83			
Non-Ad Valorem Assessments:					
LIGHTING	\$19.62		SOLID WASTE	\$166.85	
Unpaid Delinquent Taxes: *NONE*					
Year	Cert #	Current Payoff	If Paid by*	Next Payoff	If Paid by*

I again searched my neighbor's record, and they were current on their property taxes.

Barry's Thoughts

Jo is using a good method to practice looking up property information. Now I don't suggest you go out and publicize this information, but it is a good way to learn how to use all of the search tools that are available in your county.

As a Jobber you will be looking up a lot of properties. The better you are at searching records, the quicker you'll find the information that you need for your leads.

If you don't practice it will be like...



...looking for leads with a blindfold on.

Barry's Thoughts

Well, I really enjoyed my cyber visit to the Courthouse. I located just about everything I will need to get started.

Next I took out the classified papers and began looking for Investor ads more closely. I looked in the Real Estate For Sale section and there were numerous ads posted by Investors.

In the two papers combined there were 21 ads by different Investors. Some Investors had multiple ads. Most of the ads were the typical small-classified types, but there were a couple of display ads, including one on the front page of the paper.



One ad even read, "\$500 REWARD For Leads on: UGLY HOUSES, Handyman specials, Quick Home Sale, Preforeclosures". This sounds right up my ally. I will put this number at the top of my list!

Two of these ads had websites listed, which I forgot to look at yesterday. I immediately took a look at them today. They were nothing special. There were a few houses listed for sale and a general message geared towards Motivated Sellers. I could probably design a better website than the two I looked at.

Barry's Thoughts

There are not a lot of effective Investor websites out there yet. This will be an opportunity for you to capitalize on. Jobber/Investor websites are covered in Volume 4 - Real Estate Jobbing and the World Wide Web.

Barry's Thoughts

I wrote all 21 Investor's phone numbers from the paper and the 12 from the signs down on my Investor Evaluation Forms. Tomorrow I will begin contacting the Investors during my lunch hour. I'm really nervous.

Barry's Thoughts

Jo should have also transferred the leads from her Drive-by Log to her Master Lead Log, but she's still learning.

Barry's Thoughts

Just from the time I spent this weekend on my business, I can see this is a great opportunity. I easily found leads and Investors just driving around town yesterday.

Today I had an introduction to the public records and actually found a preforeclosure lead without really trying. The Property Appraiser and Tax Assessor records are very easy to find and use. Best of all this information is free.

Well I'm going to call it a day. Tomorrow is a very big day for me, as I will actually begin calling Investors. I'll have to try and make some time to practice the script in the Getting Started Guide.



Real Estate Jobbing Volume 3

Day 8 As a Real Estate Jobber

I was very excited at work today; I could not wait until lunchtime. It was finally time to line up some Investors to work with. The excitement was mixed with a bit of nervousness. I had to talk to complete strangers and convince them of my ability to find leads.

A patient came in this morning named Theresa. She was 37 years old and she and her husband had been trying for years to have a baby without success. She was scheduled for a test to see if one of her tubes was blocked.

I immediately flashed back to several years ago when we were trying to have our second child. We tried for over a year without any luck. I had the same test performed that Theresa was here for. Sure enough one of my tubes was partially blocked.

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One of the side benefits of the test was that in some cases the test actually helps to clear the blockage. If not, a surgical procedure would be required to clear up the blockage.

We tried for a few more months and again no luck. I was scheduled to have the surgery, but had to postpone it because Val wanted us to spend the weekend together. So I went in the next Monday morning for the procedure, and they always perform a pregnancy test before this procedure.

The nurse could not believe I had a positive test. She did a second test and again it was positive. The same test had been negative just a few days earlier. If the surgery had been performed when scheduled, I would have lost Ion and never knew it.

Needless to say Val is Ion's Godmother, and I will always be grateful that fate stepped in that day.

Theresa was very nervous about the test, her husband was not able to take off of work to go with her. I explained that I had the same procedure and it was not nearly as bad as the Doctors described it.

Theresa went on to ask several questions and then asked if I could stay with her during the test. I told her that hospital policy would not allow me to stay with her. I reassured her that everything would be fine.

She was really happy to hear that I conceived just a few months after the test, even with a partially blocked tube. She said she felt much better and thanked me profusely as she was wheeled away.

This made me feel good. I thought, "I just helped a complete stranger feel better about a medical procedure; surely I could handle talking to Real Estate Investors". Besides, I have a service that will help them as well as me.

Barry's Thoughts

We all have skills that we use unknowingly everyday. Jo talks to complete strangers at her job all day long. Yet, she was a bit intimidated to call and talk to Investors.

Think about the skills you use at your job, with your friends or in an organization you belong to. These skills transfer to anything that you do. After all, they are *your* skills. Just remember to always use them to your advantage!

Barry's Thoughts

It was the moment of truth. I was in my car with my cell phone in hand. I had 33 Investors to call.

All I had to do was dial the first number. I had practiced the script several times and it seemed to make sense. I said to myself, "you can't change your life unless you change your life". With that I punched in the first number.

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The voice on the other end answered, "Hello, ABC Investments". I paused for a second and replied, "Hello my name is Joanne Jobber can I have a few minutes of your time?"

I then went through with the script that I had tweaked from Volume 2, and was shocked when the Investor enthusiastically agreed to use my service. I completed all the information on the Investor Evaluation Form. The \$500 was no problem. After I hung up I thought, "Wow that was easy, one down 32 to go".

His name was Sam and his company was ABC Investments. He worked with single-family homes in all price ranges and in all areas of town. He said it would be fine to e-mail leads to him on a weekly basis.

I had time to call 15 of the Investors during my lunch hour. I talked with 5 additional Investors and left 9 messages. Four of the other Investors agreed to use my services, and one said, "He had all the business he could handle".

I had only been at it for about an hour and I already had 5 Investors to work with!

The rest of the afternoon flew by. I felt a pride and confidence that I had not felt in a long time.

After work I checked my messages and I had six returned calls from Investors. I was so excited I could hardly wait to get home. Mike has started picking up the kids and getting dinner started to free up time

for me in the evenings. I filled Mike in on my day, and he excitedly said, "Sounds like you are on your way!"

I called the 6 Investors back and was able to establish a relationship with all 6 of them. Only 3 of the Investors did not return my call. I will follow up with them later in the week.

I really got very few questions from the Investors. One asked, "What types of leads will you provide"? I told him FSBO, FRBO, preforeclosures, landlords and other similar lead types. He was satisfied with that answer.

Another wanted to know how I would find the leads. I let her know that I would use the public records, drive neighborhoods and write letters to out-of-area landlords. She was also satisfied with my answer.

Several Investors wanted to know exactly what I was doing. Was I an Investor, a bird-dog or what? I told them I was just beginning as an Investor by finding leads for established Investors, and I hoped to learn from them and become a full-time Investor later on.

I was asked if this was a full-time venture or if I also had another job. I was honest and told them I was starting out in my spare time, but assured them I would have lots of leads for them.

Most of them wished me luck and said they would be glad to help me learn the business along the way. I can't believe how nice they were.

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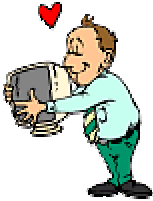
I had already lined up 11 Investors to work with, and had 18 more to call! I thought to myself, "what a great day".

Barry's Thoughts

Real Estate Jobbing is a valuable service for Investors. Your leads will allow them to concentrate on buying and selling properties, instead of searching for leads.

It's a win-win situation; they only pay if your lead turns into a purchase, and you get paid a nice referral fee and learn the business at the same time.

If you provide good information Investors will love getting your e-mail leads every week.



Barry's Thoughts

Tomorrow I will contact the remaining 18 Investors and follow up with the 3 that did not call me back.

Real Estate Jobbing Volume 3

Day 9 As a Real Estate Jobber

Today was extremely busy at the hospital. I registered 32 patients compared to a normal day of 21. There was a patient in for some lab tests that owned a business. Her name was Laura.

Laura was a single divorced mom with a seven-year old child. During her marriage she had taken up the hobby of glass etching; however, she did not really take it too seriously.

After the divorce her child became sick and needed medical care. Neither she nor her ex-husband had money to pay for a doctor. She applied for government help, but was told it would take a couple of months to be processed. She had to do something to try and earn some quick money.

She had always been a housewife and the only skill she had was glass etching. She did some free work that landed her a contract with a restaurant. She etched the logo into the glass entrance doors. The restaurant was ecstatic with her work, and she was able to get referrals from them.

Her skills continued to improve with each job. She built her hobby into a thriving Custom Glass Etching business. Now she has contracts with the theme parks, five star hotels, fancy restaurants, prominent surgeons and even builders of high-priced custom homes.

She has more business than she can handle. She showed me her portfolio, as she was off to meet with a client after her tests. Her work was exquisite; she had etched birds, fish, dolphins, trees, cars, flags, flowers and dozens of other things.

I took her business card. If I ever have a fancy office I want to use her services! Laura's story really gives me motivation to push forward with my business.

There are countless people that are making hundreds of thousands of dollars each year by using their skills. There is no reason why I can't do the same thing.

Barry's Thoughts

Jo is really onto something here. You would be surprised at how many people are self-employed using their God given and learned skills.

They usually have the characteristics that you want to develop; positive attitude, organizational skills, entrepreneurial spirit, a willingness to learn and the commitment to put in the time necessary to make the business successful.



A lot of people like Laura in Jo's story don't know what they are capable of, until their back is against the wall. Even if your back is not against the wall, like Laura you can accomplish anything you put your mind to.

Barry's Thoughts

I was not at all nervous about the calls I had to make during my lunch hour today. By simply making those calls yesterday, and receiving such a good response. I had conquered my fear of calling Investors. I guess taking action does overcome fear.

At lunch I called the remaining 18 Investors, this time there were no nerves to overcome. I got through to 10 of the Investors and left messages with the other 8. I was much smoother on the phone today.

I did not rely on the script. I molded it to fit my style a little better. I sounded more natural and felt more confident. I was able to make more calls and signed up 7 more Investors. I now had 18 Investors lined up and messages out to 11 more.

Barry's Thoughts



Part of the beauty of Real Estate Jobbing is there are no rules set in stone. You can tweak any of the scripts in the system to best fit your needs. You will be much more successful if you are able to be yourself.

So modify as necessary to make the system work for your style.

Barry's Thoughts

There were four messages on my voice mail from Investors. I immediately called them back when I got home, and 3 more wanted my services. I now had 21 Investors signed up in a little more than 2 hours. I will call the remaining Investors again during lunch tomorrow.

I'm still amazed at how easy it was to contact the Investors and how enthusiastic most of them were. Now I've got to really start thinking about generating leads for them. I have the drive-by leads, but I will need a lot more.

I'm going to have to get some other types of leads as well. I remember reading the drive-bys are less successful than some of the

other leads sources. I know I will have to get around to deciding what other lead types to begin with.



This was another successful day. I feel like I'm making a lot of progress. Even Mike was impressed with what I've done so far. I have 21 Investor Evaluation Forms filled out. I will have to organize a summary to get an idea of what types of properties I should be looking for.

I have to think about getting my business organized so I can take action to get leads to the Investors and track those leads. Once I get my initial Investors finalized I will concentrate on those details.

Real Estate Jobbing Volume 3

Day 10 as A Real Estate Jobber

It was an unusual day at work today. The rumors were running rampant about the closing of our department.

One rumor has each department like Radiology and Lab doing their own patient registration. Another has the Emergency Room doing all of the registration.

None of it really makes sense to me. Those areas already have enough to do without worrying about registering patients. It's a shame that improving the bottom line can out weigh common sense.

This is a necessary service that we provide and we do a good job. I always go the extra mile and put the patient's interest first. Some of them are not very nice, but I understand. After all, they are sick.

However, many of the terminally ill patients are the nicest people you ever want to meet and have the most positive attitude. You would think it would be just the opposite.

One patient named Paul told me that since he didn't have much time left he wanted to make it as enjoyable as possible for himself and for others. To him it was not very smart to waste time being negative. What a great outlook.

I want to adopt this outlook for myself. None of us are guaranteed anything. Paul is right, why waste time being negative and worrying about things we can't control? More people need to think this way. It's definitely giving me a sense of urgency to stop procrastinating and to get things done.

I have been more positive the last few weeks than I have for years. This business is giving me hope and I'm starting to dream big again.

Mike and I always dreamed of having a big house on a 10-acre tract of land. There would be plenty of room for the children to play with all of the pets they wanted. They could even have a horse to ride!

I would have a huge kitchen with all the modern appliances and gadgets. We would have a private bathroom, with a huge tub. There

would be five bedrooms and three bathrooms altogether. A large screened-in pool will be in our back yard.

Barry's Thoughts

Don't be afraid to dream big, it's all part of getting what you want. If you don't think about it, how will you know what you want? Think about your dreams constantly. Your subconscious will eventually get the message and push you to achieve what you want out of life.

Don't waste time being negative because it won't get you anywhere. As Napoleon Hill said, "Think about what you want, not about what you don't want."



Barry's Thoughts

I called the other Investors back during my lunch hour and again left messages. This only took a few minutes so I started doing drive-bys around the hospital.

I found four FSBO properties in the half hour that I spent driving around. This time I recorded my mileage. I decided to keep a steno pad in the car and just jot down my beginning mileage, my ending mileage and the area of town where I looked for leads.

I can then transfer the information from the steno pad to my Mileage Log spreadsheet, which I will set up using the Excel forms. Speaking of

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the Excel forms, I need to go through the Jobber Biz Toolz at some point to see if there is anything I can use now.



The tools looked impressive on the website, but I was most concerned with the course materials.

There were two voicemails from Investors on my cell phone. When I got home I returned the calls and signed up both Investors. I now have 23 Investors. I think that is plenty to start with.

I won't try to contact any more Investors at this point. I need to understand what my current Investors want in order to provide them with good leads. This will be my task for tomorrow. I also want to read the Getting Started Guide again.

Barry's Thoughts

Jo has completed her first 10 days as a Real Estate Jobber. She did not follow the 10-day quick start plan exactly, but she hit all of the major points. She didn't visit the county Courthouse in person, but she did get a good overview from the website.

She didn't quite get 20 drive-by leads or get the leads recorded in the Master Lead Log, but she did get 23 Investors.

The point is not to follow the 10-day quick start plan verbatim, but to take action and get your business started. Even with some procrastinating, Jo has done a terrific job in getting her new business started.



Barry's Thoughts

Real Estate Jobbing Volume 3

The Balance of Week 3 As a Real Estate Jobber

The rest of the week was a blur. We were given new “quotas” at work. We have to register at least 24 patients each day. This is another idiotic decision. Some patients require a little more time than others, what ever happened to concern about the patient?

Now we are being asked to treat sick people like cattle and rush them through the registration process. The older people on Medicare need more time. There is a lot more information needed for Medicare patients and since they are older they move a little slower.

I take pride in sometimes wheeling a patient down to the Lab or Radiology. It only takes a few minutes and the patients always feel good about it.

I have some repeat patients that ask for me by name when they register for their various tests and procedures. This is because I add a personal touch and genuinely want to make things as easy as possible for them.

This is the same approach I plan to take with my Investors. I will provide excellent leads with all of the information they need.

I completed my Investor summary. Wow, what a wide range of needs they have. I guess that's good for me; I will definitely have to diversify my lead types.

Investor	Property Type	Seller Type	Price Range	Area	Notes
Darren	SFH	All	Less than 150K	All	Very enthusiastic
Sam	SFH	Preforeclosure	All	All	Definitely wants leads weekly
Kathy	SFH, Duplexes	All	Less than 250K	North Side	Likes pretty houses
John	SFH	All	All	All	Likes all distressed properties
Gina	SFH	All	Less than 100K	South Side	Like rehab projects
Pam	SFH	All	All	All	No preference, just likes to flip them quickly
Jackson	SFH	All	Less than 500K	Tri-county	Works all three counties
Andre	SFH	All	Less than 100K	All	Flips Properties
Terry	SFH	All	Less than 175K	North Side	Rent to tenets and leas options
Norman	SFH	Ugly	Less than 60K	All	Works the less desirable areas
Jill	SFH	All	Less than 200K	West side	Only buys for 60% or less of market value
Hector	SFH	Preforeclosure	All	All	Goes to homes personally to talk with owners
Vaughn	SFH	All	Less than 100K	West side	Quick flips
Melissa	SFH, Duplexes	All	Less than 150K	All	Doesn't mind small apartment buildings
Ashlei	SFH	All	Less than 100K	South Side	Want \$10,000 min profit
Sharon	SFH	Ugly	Less than 100K	All	rehab and sells quickly
Tony	SFH	All	Less than 100K	All	Likes to sell to first time buyers
Barb	SFH	All	Less than 200K	East side	Flips quickly
Myles	SFH	All	Less than 150K	North Side	New, has a partner trying to get established
Noah	SFH	All	Less than 350K	All	Prefers upscale
Tammy	SFH	All	Less than 100K	East side	Quick flips
Doug	SFH	All	Less than 150K	South Side	Needs less than 60% market price
Scott	SFH	All	Less than 75K	Tri-county	Does complete rehabs
SFH= Single Family Home					

Figure 16 - Jo's Investor Summary

Barry's Thoughts

Jo has a very good mix of investors. This is pretty normal. Most Investors will work with any type of distressed property. There are a few who will only work with certain types, such as preforeclosure and ugly houses.

Notice the variation in price ranges and areas of town preferred. Each Investor has their own motivation, as shown in the notes. Jo should have no trouble finding Investors for any property that she runs across.

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You should strive to diversify your Investors much like Jo has done.
Now, she did not plan it this way, it just worked out.

You will probably find a similar situation. Investors are always searching for niches, which will make them money.



Barry's Thoughts

I also recorded all of my drive-by leads into my Master Lead Log, and pulled all of the other information from the Property Appraiser website. I was able to find every property on my list.

I already had the phone numbers so my first leads were now completely recorded and ready for an Investor.

OWNER						PROPERTY				MASTER LEAD	
Name	Address	City	State	Zip	Phone	Address	City	State	Zip	Lead Type	Sq Ft
Robert & Janice Jones	377 Hunterfield Rd	Citralla	FL	32999	847-2649	377 Hunterfield Rd	Citralla	FL	32999	FSBO	1,575
George & Unice Spencer	285 Worthington Rd	Citralla	FL	32999	962-6871	285 Worthington Rd	Citralla	FL	32999	FSBO	2,214
Ginger Sponder	468 Carolton Rd	Citralla	FL	32999	962-6871	468 Carolton Rd	Citralla	FL	32999	FRBO	1,389
Quenton & Bernice Hayes	572 Dakkota Trail	Citralla	FL	32999	672-8997	572 Dakkota Trail	Citralla	FL	32999	FSBO	1,675
Gary & Martha Waverly	1615 Waverly Dr	Citralla	FL	32999	847-2541	1615 Waverly Dr	Citralla	FL	32999	FSBO	1,688
Cisco & Robin Gonzales	2482 Grahm Rd	Citralla	FL	32999	629-7931	2482 Grahm Rd	Citralla	FL	32999	FSBO	1,874
Preston Hoover	1562 Meadowood	Citralla	FL	32999	792-1545	1562 Meadowood	Citralla	FL	32999	FRBO	2,350
David Harrington	182 East Blvd	Citralla	FL	32999	672-4128	182 East Blvd	Citralla	FL	32999	FRBO	1,264
Bruce & Sandra Peirce	233 Derbyshire Rd	Citralla	FL	32999	629-8523	233 Derbyshire Rd	Citralla	FL	32999	FSBO	1,182
Thomas & Cindy Torres	572 Mohave Trail	Citralla	FL	32999	658-9713	572 Mohave Trail	Citralla	FL	32999	FSBO	1,486
Richard & Lynnette Lassiter	589 Mohave Trail	Citralla	FL	32999	847-1234	589 Mohave Trail	Citralla	FL	32999	FSBO	1,296
Susan Thomas	215 Thistle Rd	Citralla	FL	32999	658-9746	215 Thistle Rd	Citralla	FL	32999	FRBO	1,338
Henry & June Shalby	1513 Falmouth Rd	Citralla	FL	32999	672-8744	1513 Falmouth Rd	Citralla	FL	32999	FSBO	1,546
William Jenkins	1216 Glastonberry Rd	Citralla	FL	32999	672-1133	1216 Glastonberry Rd	Citralla	FL	32999	FSBO	1,782
George & Brenda Jackson	125 Nautical Blvd	Nectera	FL	32998	789-5988	125 Nautical Blvd	Nectera	FL	32998	FSBO	1,629
David Sourenson	226 Nautical Blvd	Nectera	FL	32998	682-5489	226 Nautical Blvd	Nectera	FL	32998	FSBO	1,554
Joseph & Lillie Caldwell	426 Evergreen	Nectera	FL	32998	831-9971	426 Evergreen	Nectera	FL	32998	FSBO	1,795
Brandon & Tina Taylor	445 Evergreen	Nectera	FL	32998	798-6699	445 Evergreen	Nectera	FL	32998	FSBO	1,265

Figure 17 - Jo's Master Lead Log Part 1

Barry's Thoughts

In figure 17 we see a partial view of Jo's Master Lead Log after her drive-by leads are recorded. There are no landlords among these properties, since all of the owner addresses match the property addresses.

In figure 18 the rest of the Master Lead Log is displayed. Some of the properties have quite a bit of equity built up.

For instance the first property has increased about \$25,000 (25%) since the owner purchased it back in 1995. Her Investors will have to explore and see how motivated the owners really are.

All Jo has to do now is to assign the leads to her Investors to complete the paperwork.



Barry's Thoughts

MASTER LEAD LOG											
Name	Heated	Purchase	Sale	Tax Assessed	Aprox Comp	Taxes	Lead			Investor	
	Sq Ft	Date	Amount	Mkt Value	Value	Due	Date	Comments	Name	Date Sent	F/U C
Robert & Janice Jones	1,575	Nov-95	\$76,042.97	\$81,112.50	\$101,390.63	\$1,622.25	6/1				
George & Unice Spencer	2,214	Jun-86	\$78,389.44	\$114,021.00	\$142,526.25	\$2,260.42	6/1				
Ginger Sponder	1,389	Feb-92	\$64,380.15	\$71,533.50	\$89,416.88	\$1,430.67	6/1				
Quenton & Bernice Hayes	1,675	Jan-99	\$99,201.88	\$86,262.50	\$107,828.13	\$1,725.25	6/1				
Gary & Martha Waverly	1,688	Aug-92	\$78,238.80	\$86,932.00	\$108,665.00	\$1,738.64	6/1				
Cisco & Robin Gonzales	1,874	Mar-01	\$117,019.59	\$96,511.00	\$120,638.75	\$1,930.22	6/1				
Preston Hoover	2,350	Oct-99	\$142,204.38	\$121,025.00	\$151,281.25	\$2,420.50	6/1				
David Harrington	1,264	May-95	\$61,027.50	\$65,096.00	\$81,370.00	\$1,301.92	6/1				
Bruce & Sandra Peirce	1,182	Nov-88	\$41,850.19	\$60,873.00	\$76,091.25	\$1,217.46	6/1				
Thomas & Cindy Torres	1,486	Sep-02	\$94,704.64	\$76,529.00	\$95,661.25	\$1,530.58	6/1				
Richard & Lynnette Lassiter	1,298	Jul-99	\$76,874.05	\$66,847.00	\$83,558.75	\$1,336.94	6/1				
Susan Thomas	1,338	Jun-93	\$62,016.30	\$68,907.00	\$86,133.75	\$1,378.14	6/1				
Henry & June Shallby	1,546	Mar-98	\$91,561.85	\$79,619.00	\$99,523.75	\$1,592.38	6/1				
William Jenkins	1,782	Sep-97	\$104,391.79	\$91,773.00	\$114,716.25	\$1,835.46	6/1				
George & Brenda Jackson	1,629	Feb-96	\$78,650.16	\$83,893.50	\$104,866.88	\$1,677.87	6/5				
David Sorenson	1,554	Aug-91	\$70,027.13	\$80,031.00	\$100,038.75	\$1,600.62	6/5				
Joseph & Lillie Caldwell	1,795	Oct-00	\$109,775.47	\$92,442.50	\$115,553.13	\$1,848.85	6/5				
Brandon & Tina Taylor	1,265	Apr-93	\$58,632.75	\$65,147.50	\$81,434.38	\$1,302.95	6/5				

Figure 18 - Jo's Master Lead Log Part 2

At the very end of the week another Investor returned one of my calls, he had been out of town. His name is Brian and he wants to meet with me in person! I set the meeting up for next Tuesday, at 7:30 pm.

He has a closing to attend earlier in the day. We are scheduled to meet at a popular local coffee shop. He did not get into any details, but said he liked to meet people personally that he did business with. How exciting!

Barry's Thoughts

There are Investors who prefer to meet in person. This is usually a good sign. Any Investor who takes time out of their schedule to meet with you is most likely going to be a good person to work with. It's always a good idea to choose a public place for your first meetings.

These meetings are usually just a "get to know you session", and nothing like a job interview. So don't sweat!



Dress in business casual clothing and be on time.

Barry's Thoughts

I ended the week by reading the Getting Started Guide again.

This was a very productive week for me, and I made great strides to get my business off of the ground.

Major accomplishments for the week...

- ✓ Found public records online
- ✓ Contacted 33 Investors
- ✓ Signed up 23 Investors to work with

- ✓ Set up a meeting with a possible 24th Investor
- ✓ Set up an Investor summary report
- ✓ Found 18 drive-by leads
- ✓ Recorded leads in Master Lead Log

Things are really starting to get busy. I'm not going to be able to write everyday anymore. But, since I want to keep my journal going I will write once, at the end of each week.

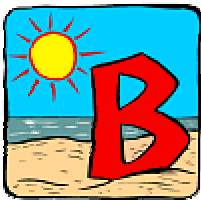
Barry's Thoughts

Let's give Jo a grade for the week. It's like a progress report that is given out in school. It gives us an idea of how Jo is progressing towards her goals. This is a good idea for you to adopt.

Honestly evaluate yourself each week on what you did to move your business forward. To get an A you have to set your goals ahead of time, usually in your Monthly Action Plan. You can then break that plan up into weeks to see how you are progressing.

Jo had a very productive week, as she indicated. But she really had no way to measure if she was productive or not, because she did not have a plan in place.

However, everyday she did something to move her business forward, which is more than 99% of people who start businesses do. So her grade for the week is a...



Barry's Thoughts

WEEK 4

The Gossip Circle

Monday was the most interesting day at work this week. I registered a patient named Sonya. Sonya mentioned that she had worked with my boss, Morton at the main hospital downtown. They had served on a couple of committees together. I thought to myself, "Oh boy, another Morton story."

Morton had a reputation around the hospital of being a ladies man. There have been many rumors circulated about his exploits. In fact, he was currently rumored to be having a relationship with his Administrative Assistant.

This, of course, led to feelings that he showed favoritism. I've had a couple of disagreements with Morton, but he had always been fair to me. Even so, I must admit that I believed most of the rumors.

Well, Sonya went on to tell me that he helped raised enough money to buy computers for some disadvantaged kids. These kids had been kicked out of the public schools and went to an alternative school, which was the last chance for most of them.

Funding is always sub par for this type of project and is usually not on the front burner. Not only did Morton help raise money for the computers, but he also volunteered at the school by teaching a business class 2 days a week.

Sonya had even more. Morton was over the Business Office in the emergency room downtown. One day a distraught lady whose daughter was in an accident, and, unfortunately didn't make it, ran out of the ER towards the busy street.

Morton ran after her and grabbed her just before she ran into the oncoming traffic. He received an award for this act and was publicly acknowledged. I was amazed. Morton never mentioned this to anyone and certainly didn't display any awards in his office.

Sonya's story really made me think hard. I can't believe I had fallen into the trap of believing and even spreading the gossip about Morton. It's really terrible to always believe the worst about people.

This is something I'm going to have to shake. A positive attitude will be extremely important in my business, and I should carry it over to the hospital. I'm going to try my best not to listen to gossip and form my opinions based on actions.

Morton had always been fair to me and I did not return the courtesy. This is a valuable lesson that I will always remember.

Barry's Thoughts

Jo is not alone in this situation. Many of us like gossip; it's fun and juicy, as long as it does not pertain to us. Follow Jo's example and vow not to participate in gossip.

It only causes negativity that will carry over to your business. Do yourself a favor and ignore the water cooler gossip.



Barry's Thoughts

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Business Planning

Mike is still not interested in participating in the business, although he helps out with the kids and has agreed to go with me on Saturdays to do drive-bys. I think he wants to believe, but is afraid of being disappointed again.

I will just have to push forward and get a few referral fees in the door to make a believer out of him.

I did a thorough review of the Jobber Biz Toolz that came with the course. There are some very useful tools included. I will definitely put these to use.

There was an abundance of software. The **Personal Information Manager** will be a big help. I have already installed it and put a couple of appointments in. I will use it to manage my business and personal schedule.

The **602 Pro PC Suite** includes a spreadsheet program compatible with Microsoft Excel, a word processor compatible with Microsoft Word, a graphics editor and a photo album manager. What a package!

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I'm really excited about the **free business cards**. I've already ordered my first set!

The screen saver has beautiful scenery and excellent motivational messages for me each time my computer times out. I will use the Domain Name analyzer software when developing my website.

The **Mortgage Calculator** and **Home Inspection** software will come in handy when I become a Real Estate Investor.

There were several e-books included that should help with motivation. The first one I will read is **Think and Grow Rich**, by Napoleon Hill. I have heard so many good things about this book, but never bothered to read it for myself.

I have already sent for Brian Tracy's **21 Secrets of Self-Made Millionaires** audiotapes. I want to know all of their secrets!

I have already begun working with the Excel **Real Estate Jobber forms**. I have leads recorded in both my **Drive-by Log** and **Master Lead Log**. I have now set all of the forms up on my computer.

I don't have Excel, but the **602 Pro PC Suite software** worked like a charm. I was able to open the Excel forms up in PC Suite and the interface looks just like Excel.

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	A	B	C	D	E	F	G	H	I	J	K	L
			OWNER					PROPERTY				MASTER
	Name	Address	City	State	Zip	Phone	Address	City	State	Zip	Lead Type	
1												
2												
3												
4	Robert & Janice Jones	377 Hunterfield Rd	Citralla	FL	32999	847-2649	377 Hunterfield Rd	Citralla	FL	32999	FSBO	
5	George & Unice Spencer	285 Worthington Rd	Citralla	FL	32999	962-6871	285 Worthington Rd	Citralla	FL	32999	FSBO	
6	Ginger Sponder	468 Carolton Rd	Citralla	FL	32999	962-6871	468 Carolton Rd	Citralla	FL	32999	FRBO	
7	Quenton & Bernice Hayes	572 Dakkota Trail	Citralla	FL	32999	672-8997	572 Dakkota Trail	Citralla	FL	32999	FSBO	
8	Gary & Martha Waverly	1615 Waverly Dr	Citralla	FL	32999	847-2541	1615 Waverly Dr	Citralla	FL	32999	FSBO	
9	Cisco & Robin Gonzales	2482 Grahm Rd	Citralla	FL	32999	629-7931	2482 Grahm Rd	Citralla	FL	32999	FSBO	
10	Preston Hoover	1562 Meadowood	Citralla	FL	32999	792-1545	1562 Meadowood	Citralla	FL	32999	FRBO	
11	David Harrington	182 East Blvd	Citralla	FL	32999	672-4128	182 East Blvd	Citralla	FL	32999	FRBO	
12	Bruce & Sandra Peirce	233 Derbyshire Rd	Citralla	FL	32999	629-8523	233 Derbyshire Rd	Citralla	FL	32999	FSBO	
13	Thomas & Cindy Torres	572 Mohave Trail	Citralla	FL	32999	658-9713	572 Mohave Trail	Citralla	FL	32999	FSBO	
14	Richard & Lynnette Lassiter	589 Mohave Trail	Citralla	FL	32999	847-1234	589 Mohave Trail	Citralla	FL	32999	FSBO	
15	Susan Thomas	215 Thistle Rd	Citralla	FL	32999	658-9746	215 Thistle Rd	Citralla	FL	32999	FRBO	
16	Henry & June Shallby	1513 Falmouth Rd	Citralla	FL	32999	672-8744	1513 Falmouth Rd	Citralla	FL	32999	FSBO	
17	William Jenkins	1216 Glastonberry Rd	Citralla	FL	32999	672-1133	1216 Glastonberry Rd	Citralla	FL	32999	FSBO	
18	George & Brenda Jackson	125 Nautical Blvd	Nectera	FL	32998	789-5988	125 Nautical Blvd	Nectera	FL	32998	FSBO	
19	David Sourenson	226 Nautical Blvd	Nectera	FL	32998	682-5489	226 Nautical Blvd	Nectera	FL	32998	FSBO	
20	Joseph & Lillie Caldwell	426 Evergreen	Nectera	FL	32998	831-9971	426 Evergreen	Nectera	FL	32998	FSBO	
21	Brandon & Tina Taylor	445 Evergreen	Nectera	FL	32998	798-6699	445 Evergreen	Nectera	FL	32998	FSBO	

Figure 19 - PC Suite 602 Tab Spreadsheet Interface

All I had to do was unzip the forms and then copy them to my computer. I set up a directory called “Real Estate” to store all of my business-related files.

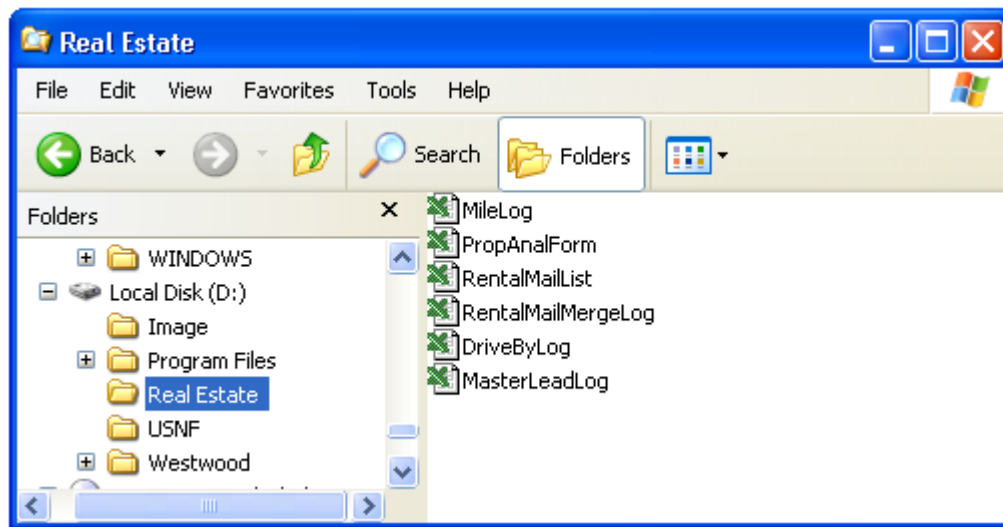


Figure 20 - Jo's New Real Estate Directory

So far only the Jobber forms are in the directory, but that will change once I start sending out leads.

There were 31 Real Estate Investor forms included. I plan to study these forms and become familiar with them while doing my Jobber business. Hopefully completing them will become second nature when the time to use them comes.

The SBA pack has seven publications from the Small Business Administration covering everything from record keeping to writing a business plan. There was also a tax guide for small businesses from the IRS included.

There were a few other resources including the Goal Setting outline. I will have to get around to committing my goals to paper pretty soon.



I put a lot of thought into my business cards. I decided that since the cards were free, to tailor my first set towards Investors. In addition to my title, I will describe what I do.

It was a tough decision, but I decided to call myself a Real Estate Investor instead of Jobber or Birddog. Real Estate Jobbing is a level of real estate investing.

Even though I'm not buying or selling properties, I'm still an important part of the process.

I included only my cell phone number and e-mail address. This will keep my cards uncluttered.

I chose a very conservative light gray card stock with a basic print style. At this point the purpose of my business card is to simply let people know what I do and how to contact me. It does not have to be fancy.

I will give them to all of my Investors plus any other contacts that I make at the Investor meetings, the Courthouse and while out searching for leads.

When I reorder I may change things up a bit, but for now I will keep it simple.



Figure 21 - Jo Jobber's First Business Cards

Barry's Thoughts

Jo has chosen a simple, but effective business card. Think about the purpose of your initial business cards. You just want to get your message out to the Investors and any other contacts you make along the way.

Jo is using the KIS principle, Keep It Simple. This is the best approach when starting out. As your business becomes more sophisticated you can change your business cards accordingly. Keep your cards neat and uncluttered.



Barry's Thoughts

I was so busy working to get my business going that I completely forgot about the Investor club meeting this week. I have already recorded an entry in my Personal Information Manager (PIM) for the next 6 months of meetings.

I thought about the meeting earlier in the week, but did not make a note to myself. I have got to stop procrastinating. I'm sure I missed some very valuable information and contacts.

I have given some more thought to my referral fee structure. I will start out with the \$500 flat fee. After I gain some experience I will begin gathering premium leads and charge \$1,000 for these.

The next step will be to make every lead a premium lead, and double my income. I will then move to the percent of purchase method, after I have proven myself. This will keep my minimum at \$500, but will allow me to earn more than \$1,000.

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I don't have a timeline yet, but that's my general plan. Once I hone my lead-finding ability I'm sure the Investors will have no problem paying me above average.

Barry's Thoughts

Jo is absolutely right. When you get to the point where you are consistently providing leads that turn into purchases, your Investors will reward you. Consistently provide successful leads and make big money!



Jo is actually doing some strategic planning, but does not realize it. Again she should write her plans down as they pop into her mind.

Barry's Thoughts

I have also done some thinking about my goals, but have not committed anything to paper. They are very general right now, but I hope to clarify them in the near future.



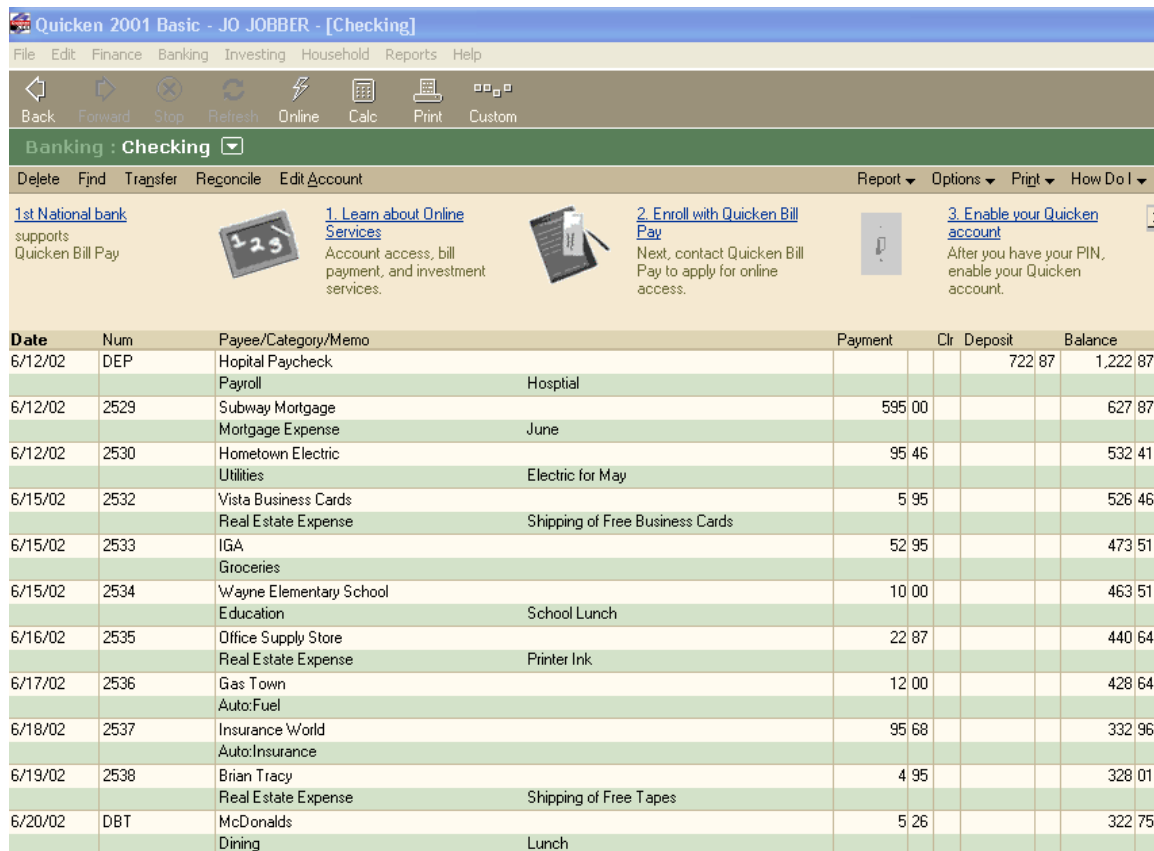
I did an inventory of what I have to work with. The major thing is my computer system. It will work as is, but I plan to upgrade to a high-speed (broadband) Internet connection to make searching the public records faster.

I don't have Microsoft Excel or Word, but the spreadsheet and word processing software included in the Biz Toolz will work just fine. I have used Quicken to keep track of my home expenses for years.

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I don't print checks or anything like that, but I do record every check and debit card transaction in Quicken. It makes reconciling very quick and easy, even though I'm a month behind right now.

I will eventually open a separate bank account for my business, but for now I will use my personal checking account. I will set up an account called "**Real Estate Expenses**" and code all business expenses to that account.



The screenshot shows the Quicken 2001 Basic interface for a checking account. The menu bar includes File, Edit, Finance, Banking, Investing, Household, Reports, and Help. The toolbar contains icons for Back, Forward, Stop, Refresh, Online, Calc, Print, and Custom. The main window title is "Quicken 2001 Basic - JO JOBBER - [Checking]". Below the menu bar, there are buttons for Delete, Find, Transfer, Reconcile, and Edit Account. A section titled "Banking : Checking" contains links for "1st National bank" (supporting Quicken Bill Pay), "1. Learn about Online Services" (account access, bill payment, and investment services), "2. Enroll with Quicken Bill Pay" (next, contact Quicken Bill Pay to apply for online access), and "3. Enable your Quicken account" (after you have your PIN, enable your Quicken account).

Date	Num	Payee/Category/Memo	Payment	Clr	Deposit	Balance
6/12/02	DEP	Hopital Paycheck Payroll Hopital			722.87	1,222.87
6/12/02	2529	Subway Mortgage Mortgage Expense June	595.00			627.87
6/12/02	2530	Hometown Electric Utilities Electric for May	95.46			532.41
6/15/02	2532	Vista Business Cards Real Estate Expense Shipping of Free Business Cards	5.95			526.46
6/15/02	2533	IGA Groceries	52.95			473.51
6/15/02	2534	Wayne Elementary School Education School Lunch	10.00			463.51
6/16/02	2535	Office Supply Store Real Estate Expense Printer Ink	22.87			440.64
6/17/02	2536	Gas Town Auto:Fuel	12.00			428.64
6/18/02	2537	Insurance World Auto:Insurance	95.68			332.96
6/19/02	2538	Brian Tracy Real Estate Expense Shipping of Free Tapes	4.95			328.01
6/20/02	DBT	McDonalds Dining Lunch	5.26			322.75

Figure 22 - Jo's Bank Account

Barry's Thoughts

I recommend setting up a separate account for your business, especially if you can find a bank that offers free checking, without

maintaining a minimum balance. Make sure to check the local license requirements for your business.

Many people start out just like Jo and use their personal bank account. You can track your business expenses separately if you have a program like Intuit Quicken or Microsoft Money; each is less than \$30.

Notice in figure 22 Jo has coded her business expenses “Real Estate Expenses” and there are three of them. She can now easily run a report to track her business expenses.

A sample report is shown in figure 23. The three transactions are detailed. As you can see she has only outflows (expenses) and no inflows (income) at this point. But hopefully that will change soon!

Barry's Thoughts

Transaction Report								
6/11/02 Through 6/20/02								
Date	Account	Num	Description	Memo	Category	Clr	Amount	
6/15/02	Checking	2532	Vista Business Cards	Shipping of Free Business Cards	Real Estate Expense			-5.95
6/16/02	Checking	2535	Office Supply Store	Printer Ink	Real Estate Expense			-22.87
6/19/02	Checking	2538	Brian Tracy	Shipping of Free Tapes	Real Estate Expense			-4.95
TOTAL 6/11/02 - 6/20/02								-33.77
TOTAL INFLOWS								0.00
TOTAL OUTFLOWS								-33.77
NET TOTAL								-33.77

Figure 23 - Report of Jo's Business Expenses

We have a small dining room that we never use. We all tend to have our meals in the family room while watching TV. Mike and I have agreed to convert the dining room to an office.

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I will move the computer and printer into the dining room. For now the dining room table will be my desk. I hope to find a used filing cabinet in the freebie paper this weekend.

The office will be used strictly for business. I will have to review the **IRS Publication 334; Tax Guide for Small Businesses** included in my Jobber Biz Toolz, to make sure my office meets all of the requirements.

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This Week's Accomplishments

I did drive-bys everyday during my lunch hour and found 10 more leads. On Saturday we again did the family drive-bys and found 12 more leads. That's a total of 40 leads for two weeks, but I have not given any of them to my investors yet.



I began reading, **Think and Grow Rich** by Napoleon Hill. I'm about half way through it. The book is outstanding and is making me realize that I can achieve all of my goals and live the lifestyle that Mike and I have always dreamed of.

All I need is an idea and the undying belief that I will have everything I want. Napoleon Hill wrote the book decades ago, but he was truly ahead of his time. I'm getting even more confident in my abilities after starting this book. I can't wait to continue reading it.

I never thought I would say that about reading a book!

Well, it's been a very busy week planning for the business. I found a few more leads, but not as many as I would have liked to. But I made some major strides in getting my plans in place.

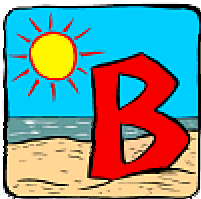
This is the one-month mark of my business. I'm probably going a little slower than some folks, but I want to make sure that my business is started on a solid foundation.

Once everything is in place I'm confident that the referral fees will start rolling in!

Barry's Thoughts

Jo has had another successful week moving her business forward. Once again she worked toward her goals daily and is making definite progress. She still needs to work on eliminating procrastination and setting her goals for the month in writing.

Her grade for the week is a...



Barry's Thoughts

WEEK 5

Gaining Confidence

I was involved in quite a situation this past Wednesday at work. I had a patient named Salines from the West Indies Islands.



Salines was 28 weeks pregnant and already had 5 kids. She didn't have any insurance or a regular doctor, and she had not received any pre-natal care. Salines felt something was wrong but could not put her finger on it.

I registered her and then immediately sent her upstairs to the Obstetrics (OB) ward for further evaluation. Hospital rules dictate that any pregnant woman beyond 20 weeks should be examined at the OB ward.

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A few minutes later I got a call from the OB Charge Nurse questioning why I had sent this lady without insurance up to the ward. The Nurse felt the patient should have been sent home, since she didn't have any specific ailment and because of her financial situation.

I could not believe what I was hearing, and from a Nurse of all people. She demanded to know, "Why did you register her"? I lost my cool a little and explained what the policy states and that the woman has already had 5 children and knows when something is wrong.

The nurse continued to question me, but I stood my ground stating, "I'm not going to turn someone away who needs medical attention, regardless of their financial situation."

We argued back and forth for a few minutes, then I heard some commotion in the background and the Nurse abruptly said she had to go and hung up.

I felt proud of myself for not backing down from what I knew was right. Starting the Real Estate Jobber business has given me new confidence in myself and it's carrying over to other parts of my life.

A few weeks ago I probably would have questioned myself and backed away from the situation. In fact, I've had disagreements with nurses in the past where I relented, because I felt the Nurse knew more than I did.

A nurse does know more about patient care, but I'm very well versed on hospital policy and procedures. Besides, I have registered

thousands of patients, and have developed a knack for picking up on patient's feelings. I felt Salines needed to be seen.

I heard later that while the Nurse and I were on the phone, Salines began having convulsions, and was evacuated by helicopter to our main facility downtown. She delivered pre-maturely, but everything was all right.

Boy, am I glad I stood my ground. I informed my boss of what had happened, and he felt I definitely did the right thing. Salines' family stopped by the hospital later in the week to thank me for my efforts to get her help.

My confidence is really soaring right now and I can't wait to get my business running at full speed.

Barry's Thoughts

Running your own business will give you a new sense of confidence that will carry over to other parts of your life. Some people get in such a rut that they lose all self-confidence.

This is often one of the major hurdles to overcome when starting a business. Starting out slowly and getting a few things done will build your self-confidence.

It's kind of like conquering fear; by taking action you will begin believing in yourself more and more each day.



Barry's Thoughts

Real Estate Jobbing Volume 3

Learning the Preforeclosure Ropes

I began learning the foreclosure process. I found out that in my state mortgages have to be foreclosed by filing a lawsuit. The borrower is notified of the intention to foreclose by the Lis Pendens. I went to <http://foreclosure.searchking.com/foreclosure/information/foreclosure-process.htm>

I know where to find the [Lis Pendens](#)!

The key will be to get to the Lis Pendens as soon as possible, since this is the formal notice that gets the foreclosure process rolling. It's step number two in the general foreclosure process flow.

GENERAL FORECLOSURE PROCESS

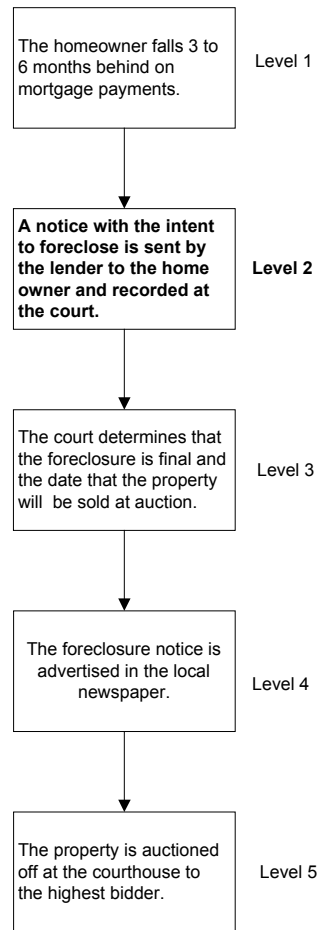


Figure 24 - Foreclosure Process Flow

After a little experimenting I put together a system for collecting the foreclosure information that I need for my Investors.

1. Look up all the Lis Pendens issued each day at the Clerk of Courts' website.
2. Print out all of the residential mortgage foreclosure Lis Pendens filed each day. There were some Lis Pendens from homeowner associations, but these documents were placing liens against the properties, not foreclosing a mortgage.

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IN THE COUNTY COURT OF THE
EIGHTEENTH JUDICIAL CIRCUIT, IN AND
FOR SEMINOLE COUNTY, FLORIDA

CASE NO. 02-CC-2271-20-F

SWEETWATER SPRINGS HOMEOWNERS'
ASSOCIATION, INC., a not for profit Florida corporation,
Plaintiff
vs.
WIFE, AND UNKNOWN PARTIES IN POSSESSION,
Defendants

LIS PENDENS

TO THE ABOVE NAMED DEFENDANTS AND
ALL OTHERS WHOM IT MAY CONCERN:

You are hereby notified that a suit was instituted by the above named Plaintiff against
the above named Defendants on the 15 day of January, 2003, in the above entitled
Court seeking to foreclose a Claim of Lien encumbering the following described real property,
situate, lying and being in SEMINOLE County, Florida, to wit:

Lot 2, Sweetwater Springs, according to the plat thereof as recorded in Plat Book
36, Page 52, in the Public Records of Seminole County, Florida.

DATED this 15 day of January, 2003

HARRY W. CARLS, ESQ.
Florida Bar #150775
Taylor & Carls, P.A.
850 Concourse Parkway South, Suite 105
Maitland, Florida 32751
Attorneys for Plaintiff
Telephone: (407) 660-1040
Facsimile: (407) 660-0422

MARYANNE MORSE, CLERK OF CIRCUIT COURT
CLERK OF SEMINOLE COUNTY
BK 04451 PG 1260
FILE NUM 2002903465
RECORDED 07/03/2002 00:00:10 AM
RECORDING FEES 0.00
RECORDED BY L. Woodley

107

107

Figure 25 - A Lis Pendens Issued By A Homeowners Association

Barry's Thoughts

Sometimes homeowner associations will place liens on member's property for breaking the rules of the association. These are not good leads since they usually do not result in the owner having to sell the property.



Some homeowner associations can be pretty strict!

Barry's Thoughts

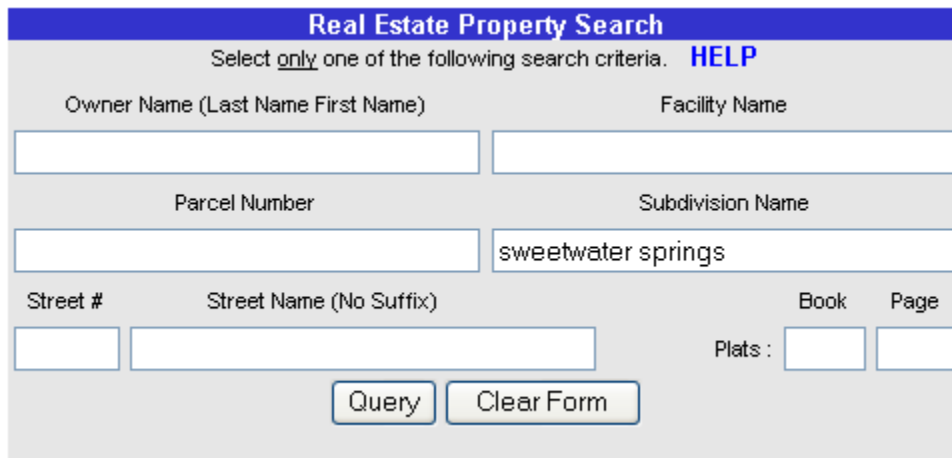
3. Look up the Property Appraiser record for each preforeclosure lead.

Barry's Thoughts

Many times you won't have an address, only the legal description, as shown in figure 25. You can find the property by searching for the subdivision and then looking for the owner's name.

The subdivision from figure 25 is Sweetwater Springs and we simply look for the owner's name in the search results.

Barry's Thoughts



The image shows a web form titled "Real Estate Property Search". Below the title is a instruction: "Select only one of the following search criteria." followed by a blue "HELP" link. The form has several input fields: "Owner Name (Last Name First Name)", "Facility Name", "Parcel Number", "Subdivision Name" (which contains the text "sweetwater springs"), "Street #", "Street Name (No Suffix)", "Book", "Page", and "Plats :". At the bottom are two buttons: "Query" and "Clear Form".

Figure 26 - Record Search by subdivision

Barry's Thoughts

In figure 27 you find the property owner's name. You can now easily look up the Property Appraiser record. Remember, you're a Real Estate Detective.

Barry's Thoughts

SUBDIVISION LISTINGS FOR - SWEETWATER SPRINGS

Mapping	Parcel	Owner	
MAP IT	31-20-29-SJQ-0000-0010	L	925 BEARDED OAKS TER
MAP IT	31-20-29-SJQ-0000-0020	E	917 BEARDED OAKS TER
MAP IT	31-20-29-SJQ-0000-0030	V	909 BEARDED OAKS TER
MAP IT	31-20-29-SJQ-0000-0040	N	905 BEARDED OAKS TER
MAP IT	31-20-29-SJQ-0000-0050	A	901 BEARDED OAKS TER
MAP IT	31-20-29-SJQ-0000-0060	C	902 BEARDED OAKS CIR
MAP IT	31-20-29-SJQ-0000-0070	C	910 BEARDED OAKS TER
MAP IT	31-20-29-SJQ-0000-0080	V	914 BEARDED OAKS TER

Figure 27 - Partial Subdivision Search Results

4. Print out the Property Appraiser record.

SALES								
Deed	Date	Book	Page	Amount	Vac/Imp		2002 VALUE SUMMARY	
SPECIAL WARRANTY DEED	06/1992	02448	1961	\$175,000	Improved		2002 Tax Bill Amount:	\$2,914
CERTIFICATE OF TITLE	10/1990	02234	1727	\$100	Improved		2002 Taxable Value:	\$167,221
WARRANTY DEED	10/1988	02011	2008	\$210,300	Improved			
Find Comparable Sales within this Subdivision								
LAND							LEGAL DESCRIPTION PLAT	
Land Assess Method	Frontage	Depth	Land Units	Unit Price	Land Value		LEG LOT 2 SWEETWATER SPRINGS PB 36 PGS 52 TO 55	
LOT	0	0	1.000	45,000.00	\$45,000			
BUILDING INFORMATION								
Bld Num	Bld Type	Year Blt	Fixtures	Gross SF	Heated SF	Ext Wall	Bld Value	Est. Cost New
1	SINGLE FAMILY	1988	9	3,124	2,249	CB/STUCCO FINISH	\$161,097	\$170,023

Figure 28 - Property Appraiser Record

- Click on the "Find Comparable sales within this Subdivision" link, to calculate the FMV and print the results.
- Click on the "2002 Tax Bill Amount Link" to see if the property taxes are current. If the property taxes are current move to next step. If property taxes are delinquent print the Property Tax record.
- Staple the documents together for each lead.
- Try to find the phone number at QwestDex and write it on the property appraisal record if available.
- After doing the previous steps for all leads, record the information in my Master Lead Log.
- File paper copy of documents by date.

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I found 26 preforeclosure leads. I looked for and recorded the leads daily. It took about an hour of time to complete the 10-step process for all of the leads.

The preforeclosure leads are pretty easy to find. This will be a good lead source for me. I plan to look up the preforeclosures everyday and give the leads out to Investors weekly.

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A few Minutes with FSBO Sites

I also took a quick look at a couple of the larger FSBO websites. There were just a couple of leads that seemed promising. I only spent about 15 minutes looking through the websites.

I will probably browse through the FSBO websites monthly to see if there are any new Motivated Sellers. I won't record the two leads that I found at this time.

I will check back in a few weeks to see if the properties are still available. The owner will probably become more motivated as the weeks roll by.

Real Estate Jobbing Volume 3

First Investor Meeting

I had my meeting with Brian, the last Investor to return my call. He was a very nice guy. Brian was a musician, but was not able to earn a

living. He began investing as a birddog, and did not know anything about real estate.

He decided to jump in full-time and faced some lean times during his first few months. He persevered and now is making a very good living. He had just come from a closing where he picked up a \$200,000 foreclosure property.

Brian uses his own cash to buy all of his properties. No loans, he pays all cash. I thought, "Wow, it must be nice to have that kind of money". I hoped to be in that position myself one day.

He wanted to know what I did for a living and why I was interested in real estate. I explained that I wanted to take control of my life and real estate seemed to be the perfect vehicle to use.

The owners of the \$200,000 foreclosed property just wanted out so he was able to get a good deal. He deals mostly with very ugly properties. He prefers them at the point of being condemned.

He needs pictures of the front of the house and of the home on each side. He will pay me \$10 for each picture lead that I provide, and \$500 if he is able to buy the house. A digital camera would be a big help.

Brian said he would be happy to work with me and help me learn the ropes. He liked the fact that I approached him, as it showed that I am motivated to learn the business.

The meeting only lasted about a half hour. It had been a long day for Brian, and he was anxious to get home to his family. I took his business card and thanked him for his time.

He had a bright orange bi-fold business card with a sales message on the inside. He is able to leave it in the doors of ugly homes around town, and it explains how he might be able to help.

Brian certainly seems to be a good mentor candidate. I will be sure to put him high on my lead finding list.

I again did drive-bys during my lunch hour at work. I'm getting really good at spotting the FSBO and FRBO signs. I found 15 leads during my lunch hours and 19 more during our family drive-bys on Saturday.

Combined with my preforeclosure leads I had a total of 60 leads for the week! I now had 100 leads to give to my Investors. Now how do I divide them up?

Barry's Thoughts

This is a common question for the first go round. The leads gathered so far have been pretty generic, and could be given to any of the Investors. Look at the Investor's needs and try to give each at least 10 leads.

In Jo's situation that would give leads to 10 of her Investors. The balance of Investors will get leads the following week. Start with the Investors that were the most enthusiastic to your offer of help.

Sometimes it can be...



... a tough choice.

Barry's Thoughts

Real Estate Jobbing Volume 3

Evaluating the Leads

After evaluating my leads and Investors I decided to divide the leads up as follows:

I have two Investors that specialize in foreclosures. I will send each 13 preforeclosure leads.

I have 42 properties under \$100K. I have 9 Investors who only work properties in this price range. I will give three of the Investors 10 leads each and a fourth Investor 12 leads.

I have 22 leads with a comparable value between \$100K and \$150K, and four Investors who work with properties \$150K and below. I will give two of the Investors 11 leads each.

I have 12 leads for properties between \$150K and \$175K. I have one Investor who works with properties \$175K and under. I will give him all 12 leads.

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I have leads for 10 of my 24 Investors. I will start with the Investors that I had the best conversations with, and be sure to give the other Investors leads next week. Next I filled in the Investor information in the Master Lead Log.

I then sorted the leads by the Investor's name, which put all the leads for each Investor together. I copied each Investor's leads into a new PC Suite 602 Tab spreadsheet. The PC Suite spreadsheet program sure makes this easy.

I included only the information that the Investors need.

	LEADS FOR SAM										
	OWNER					PROPERTY					Heated
Name	Address	City	State	Zip	Phone	Address	City	State	Zip	Lead Type	Sq Ft
Tom a& Sandra Jappon	127 Window Lane	Citralla	FL	32999	NA	233 Derbyshire Rd	Citralla	FL	32999	Preforclose	1,002
Zack & Peggy Jake	1542 E 3rd Ave	Citralla	FL	32999	NA	182 East Blvd	Citralla	FL	32999	Preforclose	1,396
Paul Jammerton	688 Twiller Blvd	Nectera	FL	32998	NA	445 Evergreen	Nectera	FL	32998	Preforclose	1,275
Henry & Samatha Tasker	1712 E Mellondale	Citralla	FL	32999	847-1234	589 Mohave Trail	Citralla	FL	32999	Preforclose	998
Paul & Ruby Normadale	241 Hillshire	Citralla	FL	32999	NA	215 Thistle Rd	Citralla	FL	32999	Preforclose	1,675
Jane & Edgar Howard	412Carolton Rd	Citralla	FL	32999	962-6871	468 Carolton Rd	Citralla	FL	32999	Preforclose	1,258
Hope Olderman	268 Pacer	Citralla	FL	32999	658-9713	572 Mohave Trail	Citralla	FL	32999	Preforclose	2,045
Barney Trainy	1218 E Grant	Citralla	FL	32999	NA	1513 Falmouth Rd	Citralla	FL	32999	Preforclose	1,897
James & Tammy Hollar	97 Kaller Ave	Nectera	FL	32998	NA	226 Nautical Blvd	Nectera	FL	32998	Preforclose	1,259
William & Rita Pikesdale	1542 Salem St	Citralla	FL	32999	NA	377 Hunterfield Rd	Citralla	FL	32999	Preforclose	1,102
David Aberman	197 Distany Way	Nectera	FL	32998	789-5988	125 Nautical Blvd	Nectera	FL	32998	Preforclose	1,629
Quenton & Bernice Hayes	1423 Primer Ave	Citralla	FL	32999	NA	572 Dakkota Trail	Citralla	FL	32999	Preforclose	1,856

Figure 29 - Jo's Leads for Sam

Barry's Thoughts

In figures 29 and 30 you see Jo's leads for Investor Sam. Jo has copied the pertinent property information into a new file that she will e-mail to Sam.

Barry's Thoughts

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S FOR SAM											
Name	State	Zip	Lead Type	Sq Ft	Purchase Date	Sale Amount	Tax Assessed Mkt Value	Aprox Comp Value	Taxes Due	Lead Date	Comments
Tom a& Sandra Jappon	FL	32999	Preforclos	1,002	Jan-88	\$35,477.06	\$51,603.00	\$64,503.75	\$1,032.06	6/1	Taxes Current
Zack & Peggy Jake	FL	32999	Preforclos	1,396	Jul-95	\$67,400.63	\$71,894.00	\$89,867.50	\$1,437.88	6/1	Taxes Current
Paul Jammerton	FL	32998	Preforclos	1,275	Sep-93	\$59,096.25	\$65,662.50	\$82,078.13	\$1,313.25	6/5	1313.25 due for 2001
Henry & Samatha Tasker	FL	32999	Preforclos	998	Feb-99	\$59,106.55	\$51,397.00	\$64,246.25	\$1,027.94	6/1	Taxes Current
Paul & Ruby Normadale	FL	32999	Preforclos	1,675	Nov-93	\$77,636.25	\$86,262.50	\$107,828.13	\$1,725.25	6/1	Taxes Current
Jane & Edgar Howard	FL	32999	Preforclos	1,258	Jun-92	\$58,308.30	\$64,787.00	\$80,983.75	\$1,295.74	6/1	Taxes Current
Hope Olderman	FL	32999	Preforclos	2,045	Feb-02	\$130,330.41	\$105,317.50	\$131,646.88	\$2,106.35	6/1	2106.35 due for 2001
Barney Trainy	FL	32999	Preforclos	1,897	Dec-98	\$112,349.83	\$97,695.50	\$122,119.38	\$1,953.91	6/1	1953.91 due for 2001
James & Tammy Hollar	FL	32998	Preforclos	1,259	May-91	\$56,733.69	\$64,838.50	\$81,048.13	\$1,296.77	6/5	Taxes Current
William & Rita Pikesdale	FL	32999	Preforclos	1,102	Apr-95	\$53,205.94	\$56,753.00	\$70,941.25	\$1,135.06	6/1	Taxes Current
David Aberman	FL	32998	Preforclos	1,629	Aug-96	\$78,650.16	\$83,893.50	\$104,866.88	\$1,677.87	6/5	Taxes Current
Quenton & Bernice Hayes	FL	32999	Preforclos	1,856	Nov-99	\$109,921.60	\$95,584.00	\$119,480.00	\$1,911.68	6/1	1911.68 due for 2001

Figure 30 - Investor Sam's Leads Part 2

I decided to create a new folder for each Investor and store their spreadsheet lead files there. This way I can keep track of every lead sent to every Investor.

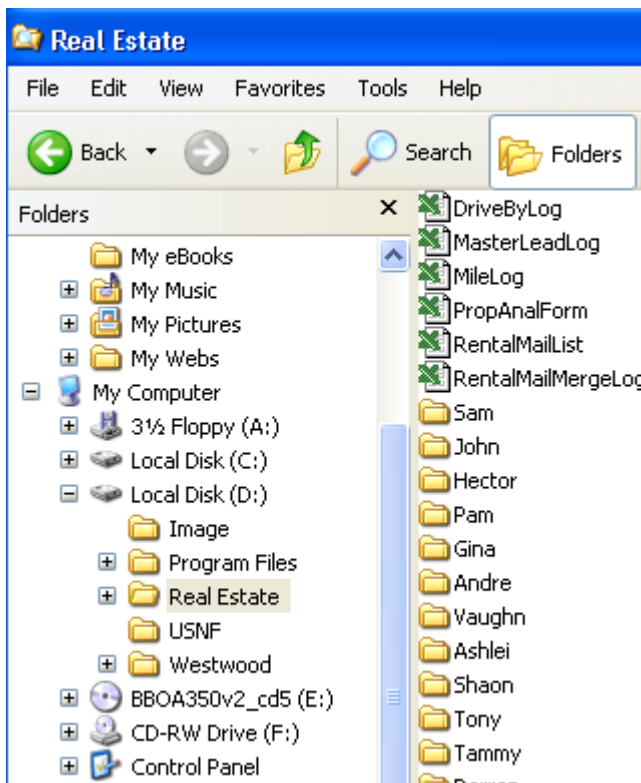


Figure 31 - Jo's Investor's Folders

Barry's Thoughts

In figure 31 you can see Jo has set up a folder for each Investor. Each week she will place the leads for each investor in their respective folders. This is excellent organization.

Organization is the key to staying on top of your Jobber business. I suggest you follow Jo's lead (pardon the pun) and organize your leads in a similar fashion.



Let's take a peak into Sam's Folder and see what's there.

Barry's Thoughts

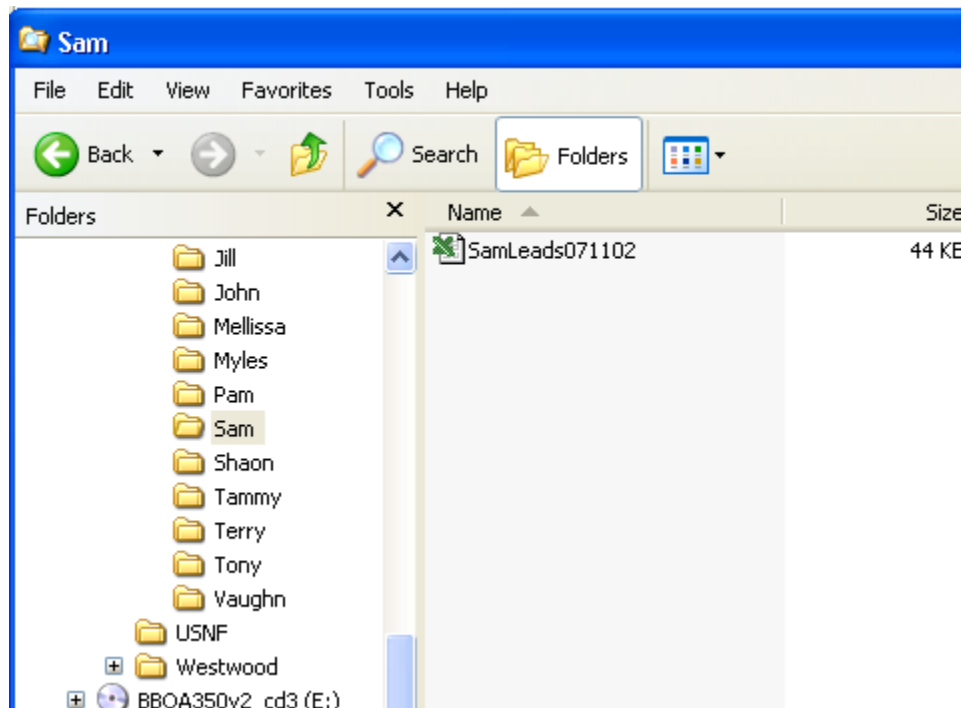


Figure 32 - Investor Sam's Folder

Barry's Thoughts

In figure 32 you can see Sam's folder. Jo has created Sam's first file of leads. She named the file, SamLeads071102.xls. It's simply the Investors name, the word leads and the date she will send them to him. These are the same leads from figures 29 and 30.

This is a good naming convention that's easy to track. Find a naming convention that works for you, and use it consistently

Barry's Thoughts

I will send an e-mail to the Investors tomorrow with their leads attached. I also plan to call them first and let them know to expect the leads. I'm finally ready to submit my first leads!

Real Estate Jobbing Volume 3

This Week's Accomplishments

I e-mailed the President of the local Real Estate Investment club and expressed my interest in joining. To my surprise I received a reply inviting me to the next meeting, which I can attend for free. I won't miss the next meeting!

I finished the **Think and Grow Rich** book. It's an amazing philosophy that has definitely changed the way I think. I know I can make this business successful. I'm definitely going to buy the audiotape version of the book so I can listen to it over and over again.

Napoleon Hill wrote something that really hit home for me. In essence he said, how can you expect to take control of your life, if "you can't control your appetite for food and drink"?

This made me think back to the Internet business fiasco a few years ago, and I realized that since that time I had gained 35 pounds. This is the heaviest I've ever been. I think the weight gain was partially from frustration and partially from laziness.

I plan to change my eating habits and begin exercising the first day of next month. I'm going to lose 40 pounds through diet and exercise.



Next week I will begin listening to the Brian Tracy audiotope, **21 Secrets of Self-made Millionaires**, which I received earlier in the week. This is another great resource included in the Jobber Biz Toolz.

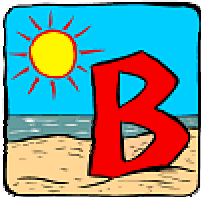
I plan to continue gathering drive-by leads and preforeclosures. I will also investigate some other lead sources. It was another productive week and I made a lot of progress.

Mike seems to be warming up a bit to the business and has more confidence in what I'm doing. He's not gung ho yet, but it's a start.

Barry's Thoughts

It was another good week for Jo. She has continued to work on her business every day and made steady progress. Getting the leads ready for her Investors was a major accomplishment.

She still has a bit of the procrastination bug, but she's definitely getting better. Unfortunately, she still has not put her plan or goals in writing, so her grade for the week is a :



Barry's Thoughts

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WEEK 6

Improving Skills

I feel my skills are getting better and better. I definitely feel better about myself and where my life is headed. I know I will have control over my life one day soon.

This was not a good week at work. For as long as I can remember, Fridays have always been a casual dress day. We were allowed to wear jeans, tennis shoes and a casual top.

Well, last week someone took it a little too far, and really underdressed. Morton got an earful from the Hospital Administrator, who heard complaints from a couple of patients.

As a result, we are no longer allowed to dress casually on Fridays. Instead of talking to the person responsible, management chose to punish the entire staff. Morale was already at an all time low, now this.

Casual Friday was a good motivational tool and gave us something to look forward to each week. It did not cost the hospital any money and did not interfere with productivity.

In fact, I think productivity was improved on Fridays, because we were more comfortable. I don't think most of the patients minded the jeans at all. A couple even commented that they also enjoyed casual Fridays at work.

To make matters worse a new dress code was implemented system-wide. The timing could not have been worse. Top management

communicated the new dress code requirements through an impersonal e-mail.

We now have to wear uniforms everyday, and we are responsible for buying the uniforms. We have to order at least three different outfits from a catalog that will be circulated.

The uniforms will cost a minimum of \$600! As a courtesy we will be able to have the uniforms deducted from our paychecks for the next 24 pay periods. How thoughtful of them. That's \$25 per check for almost an entire year.

I sure would like to have that \$600 for my business. I'm using the new dress code as another motivational source. I will be able to dress casually when I'm running my own business from home.

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Getting Organized

Monday during my lunch hour I called the other 15 Investors and let them know that they would be receiving leads from me later in the week or the next week. I actually talked to 10 of them and left messages with the other 5.

I reminded them who I was and what I was doing. I was surprised that most seemed to remember our conversation from a couple of weeks ago. Everyone said they would definitely check their e-mails.

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I had already prepared the files to send each Investor. So it was just a matter of typing out the emails, attaching the files and sending them to the Investors.

I used the PC Suite 602 Text word processor tool. It works pretty much like Microsoft Word. I decided to write one e-mail message and use it for all of my Investors.

Once I get the message perfected in the word processor, I will simply cut and paste it in each e-mail. Then all I have to do is change the name on each message. This will make sending the leads out each week pretty quick.

I used the sample e-mail from the Getting Started Guide as a template and made just a couple of slight changes to fit my taste.

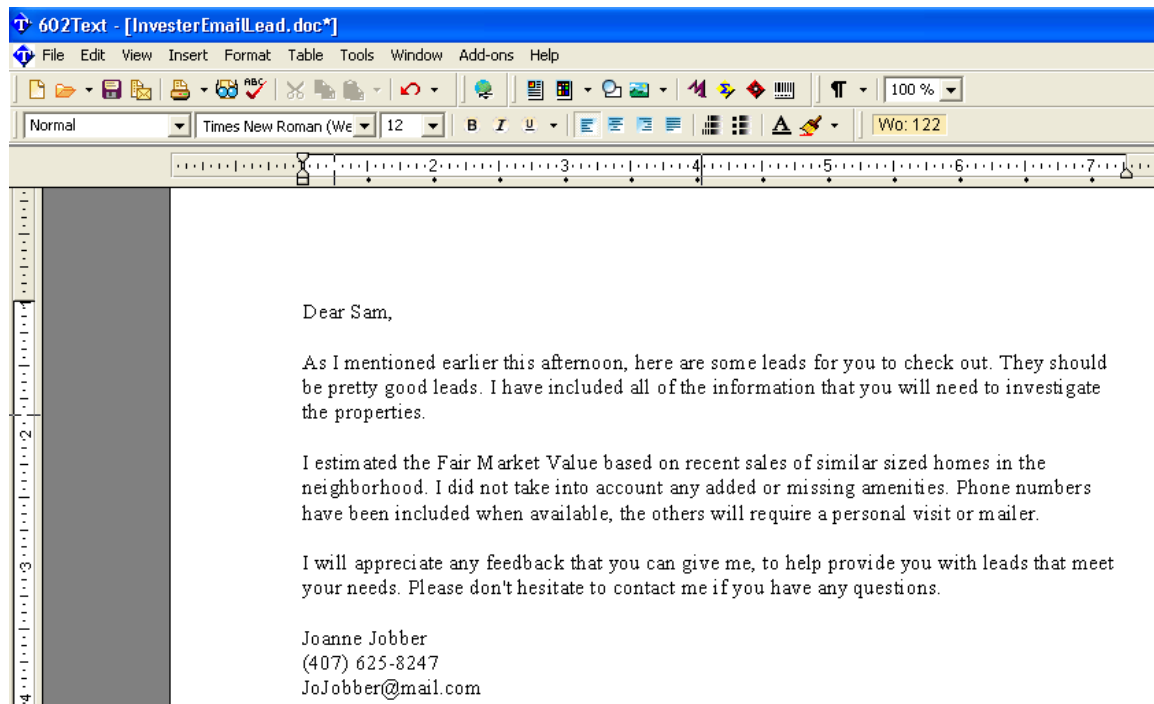


Figure 33 - PC Suite 602 Text Interface

Barry's Thoughts

Jo has developed a very sound system to e-mail her leads each week. She has typed a template letter that she will use for all of her Investors. She can copy the information from her word processor and paste it in her e-mail program. The only thing she will have to change is the "To" name.

In figure 33 Jo has finished her letter, and Sam is the first Investor to receive leads. Next, she will use the same letter and change the "To" name to Pam. Use Jo's system or set up your own system that will allow you to quickly and easily e-mail your leads each week.



Barry's Thoughts

I set up a new category in my e-mail address book to store all of my Investors e-mail addresses. I called it, "**Investors**", pretty original right?

This is where I will store all of my Investor contact information. Communicating by e-mail should be a breeze.

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The screenshot shows the mail.com web interface. On the left is a sidebar with navigation links like 'Get New Messages', 'Write Message', 'Folders', 'Inbox', 'Sent Mail', 'Drafts', 'Trash', 'Personal Folders', 'Address Book', 'Options', 'My Account', 'Premium Services', 'Mail.com Promotions', 'Free Subscriptions', 'Update E-Mail Address', 'Help', and 'Logout'. The main area is titled 'Address Book' and contains a 'Personal Address Book' section. At the top right of this section is a link 'Import/Export'. Below it is a search bar with letters A-Z and a 'Category' dropdown menu set to 'Investors'. The main content is a table of 'Personal Contacts' with columns for 'To', 'CC', 'BCC', 'Aliasname', 'Email Address', 'Modify', and 'Delete'. The table lists 12 contacts, all of whom are categorized as 'Investors'.

To	CC	BCC	Aliasname	Email Address	Modify	Delete
☐	☐	☐	Andre	andrea@reprop.com	Modify	Delete
☐	☐	☐	Ashlei	ash@cgt.tnn.com	Modify	Delete
☐	☐	☐	Darren	ddog@ibc.com	Modify	Delete
☐	☐	☐	Gina	gina@hotleads.com	Modify	Delete
☐	☐	☐	Hector	heck@fgreatproperties.com	Modify	Delete
☐	☐	☐	John	john@sunproeprties.com	Modify	Delete
☐	☐	☐	Melissa	missy@spare.com	Modify	Delete
☐	☐	☐	Pam	pam@oaminvestments.com	Modify	Delete
☐	☐	☐	Sam	sam@wonderproperties.com	Modify	Delete
☐	☐	☐	Sharon	sharon@pdq.com	Modify	Delete
☐	☐	☐	Tammy	tammyjo@pdq.com	Modify	Delete
☐	☐	☐	Tony	tone@rnc.com	Modify	Delete
☐	☐	☐	Vaughn	investor@leadmail.com	Modify	Delete

Figure 34 - Jo's E-mail Address Book for Investors

Barry's Thoughts

This is pretty smart. Jo has set up a category in her address book for just her investors. Notice the category "Investors" in the top right corner. She can quickly select whom she wants to e-mail or e-mail them all using the BCC option.

The BCC function allows her to send a single e-mail to all Investors. But the Investors will only see their name on the e-mail, and won't know anyone else is included in the distribution. This is a pretty *slick* feature for mass communications.



...be careful you don't slip. ☺

Barry's Thoughts

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I then copied the text from the word processor, attached the lead file and clicked the "Send" button. Just like that my first leads were sent!

To: "Sam" <sam@wonderproperties.com>

Cc: **Bcc:**

Subject: Property Leads

☐ Save copy in SENT folder

[Switch to POWER Editor](#)

Dear Sam,

As I mentioned earlier this afternoon, here are some leads for you to check out. They should be pretty good leads. I have included all of the information that you will need to investigate the properties.

I estimated the Fair Market Value based on recent sales of similar sized homes in the neighborhood. I did not take into account any added or missing amenities. Phone numbers have been included when available, the others will require a personal visit or mailer.

I will appreciate any feedback that you can give me, to help provide you with leads that meet your needs. Please don't hesitate to contact me if you have any questions.

Select Signature ▼

Attachment :

Step 1 - Select a file to attach

[Browse...](#)

Step 2 - Click on "Attach" to include the file in the Email

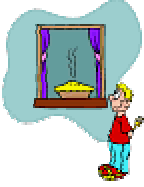
[Attach](#) – Attachment –
SamLeads071102.xls (44544)

Figure 35 - Jo's First E-mail with Leads Attached

Barry's Thoughts

Jo has now sent her first leads to an Investor. Notice at the bottom of figure 35, Jo has attached the file she created just for Sam. She will now repeat the same procedure for the other 9 Investors.

It will take a little set-up time up front, but once your system is in place your leads can be sent each week in a matter of minutes. It's as easy as pie.



Barry's Thoughts

I looked up foreclosure leads using my 10-step system every day this week. I found a total of 28 good leads. The number varies from day to day, but there seems to be at least 5 mortgage foreclosure notices filed each day.

I have decided to set up a calendar to easily track the number of foreclosures available each day. I will tack it to my bulletin board and write in the number of leads I find each day.

This way I can see if there are any patterns. For instance, are there foreclosures recorded more often on one particular day of the week. If Wednesday is the busiest day, then I can plan to spend more time working on foreclosures every Wednesday evening.

Barry's Thoughts

Jo is really getting into the swing of things and her creativity is starting to shine.



There is no system that is perfect for everyone. As you build your Jobber business certain things will work better than others. Get creative and find out what works best for you. Feel free to try any of Jo's ideas.

Jo's Calendar in figure 36 shows the number of foreclosure leads she was able to find each day. She then totals the leads at the end of the week, and notes when the leads were sent to the Investors.

Barry's Thoughts

FORECLOSURE CALENDAR						
July						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3 11	4 9	5 6	6 26 Total
7	8 Sent Last week's leads 6	9 8	10 5	11 6	12 3	13 28 Total
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
						2002

Figure 36 - Jo's Foreclosure Calendar

Increasing Lead Sources

I began the process of looking for landlords that I can direct mail to. I chose one of my Investors who only works in the North side of town. I then selected a major residential street in that area and began looking up addresses on the Property Appraiser website.

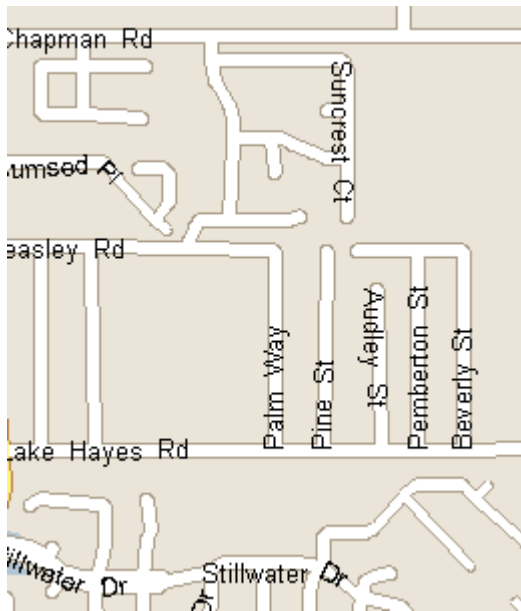


Figure 37 – Part of Jo's Target Landlord Mailing Area

I was looking for properties where the owner had a different address than the property address. I was surprised at how many landlords I found in the first streets that I searched.

I found 12 landlords looking only at Beverly St., Lake Hayes Rd and Beasley St. There must be thousands of landlords in the tri-county area. I will definitely include direct mail to landlords as one of my lead sources.

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Mailing out 50 letters a week will cost less than \$20, not bad for a chance to make thousands. The direct mail leads are premium leads and will pay a premium referral fee!

GENERAL Parcel Id: 36-19-30-506-0000-0090 Tax District: S1-SANFORD Owner: ----- Exemptions: Address: 2359 BEVERLY ST City,State,ZipCode: OVIEDO FL 32765 Property Address: 119 16TH ST W SANFORD 32771 Subdivision Name: SANFORD HEIGHTS Dor: 01-SINGLE FAMILY	2003 WORKING VALUE SUMMARY Value Method: Market Number of Buildings: 2 Depreciated Bldg Value: \$68,803 Depreciated EXFT Value: \$600 Land Value (Market): \$19,176 Land Value Ag: \$0 Just/Market Value: \$88,579 Assessed Value (SOH): \$88,579 Exempt Value: \$0 Taxable Value: \$88,579
SALES Deed Date Book Page Amount Vac/Imp WARRANTY DEED 07/1999 03686 1283 \$80,000 Improved Find Comparable Sales within this Subdivision	2002 VALUE SUMMARY 2002 Tax Bill Amount: \$1,799 2002 Taxable Value: \$84,965
LAND Land Assess Method Frontage Depth Land Units Unit Price Land Value FRONT FOOT & DEPTH 120 127 .000 170.00 \$19,176	LEGAL DESCRIPTION PLAT LEG LOTS 9 + 10 SANFORD HEIGHTS PB 2 PG 63

Figure 38 - Jo's First Landlord Lead

I also began aging classified ads, so I can call the sellers in a few weeks. I hope to be able to get to the truly Motivated Sellers. Each week that goes by the owner becomes a little more motivated.

I started with the daily paper and 2 of the weekly-classified papers. I circled all of the ads that appeared to be Motivated Sellers. I circled 151 total ads for all three papers. That's a lot of phone calls to make! But it will be worth it to get to the premium leads.

I can already see that there will be no shortage of leads. I've only scratched the surface and have uncovered hundreds of potential leads.

Barry's Thoughts

Jo is right, there are millions of leads out there waiting to be found. The leads may seem like they are hiding from you...



... but it's just a matter of knowing where to look. The more lead sources you use the more leads you will find. It's that simple. The Jobbers that check under every rock are the Jobbers with a steady income stream.

Barry's Thoughts

I looked up the next foreclosure auction date on the Clerk of Courts' website. The next auction is slated for next Wednesday. I definitely want to make arrangements to attend. There are 10 properties scheduled for auction.

Case #02-CA-2793-14-G in , at 11:00:00.
Case #02-CA-2607-14-G in Allen's First Addition to Washington Heights, at 11:00:00.
Case #02-CA-2793-14-G in Twonsite of North Chuluota, at 11:00:00.
Case #01-CA-2809-14-G in , at 11:00:00.
Case #02-CA-2734-14-G in Lake Lotus Club III, at 11:00:00.
Case #02-CA-601-14-G in Flora Heights, at 11:00:00.
Case #02-CA-2109-14-G in Oakland Village, at 11:00:00.
Case #01-CA-1894-14-G in Dreamwold, at 11:00:00.
Case #01-CA-1169-14-L in North Chuluota, at 11:00:00.
Case #02-CC-2083-20-F in Sweetwater Oaks Section 18, at 11:00:00.

Figure 39 - Foreclosure Cases Set for Auction

I hope to meet some more Investors at the auction and learn the process.

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This Week's Accomplishments

I found 22 drive-by leads during the week and over the weekend. Included were two ugly properties that I ran across. They were really run down and looked like they had been vacant for a while.



Figure 40 - A Really Ugly Property

Barry's Thoughts

An ugly property can be found anywhere. I found the property in figure 40 just outside of town, although it looks like it was in the middle of the woods. I run across them all over town.

You have probably driven by them in the past without paying much attention. But now you should think of them as a potential **pretty** payday...



...and write down every one you see!

Barry's Thoughts

I received my business cards towards the end of the week and they look great. I will mail each Investor one of my cards and include a brief letter again explaining what types of services I provide.

Val finally landed another job. She is working for a health insurance company as a Sr. Financial Analyst. She had to take a pay cut, but is glad to be back at work.

All of these companies are pretty much the same. If the bottom line is not where they think it should be they begin layoffs. It's never the top management who loses their jobs.

The rank and file, the people who are in the trenches everyday, are always the first to go. It's ironic, since upper management is responsible for making the bad decisions, which lead to poor performance.

I recently read an article that said many CEOs continue to receive pay raises, massive bonuses and stock options, even when their companies have a poor year. Yet the lower level employees were laid off.

That's why I'm so glad I finally decided to take control of my life. I don't want to be in a position where a company has control of my financial well being. I am determined to make this business work for my family and myself.

Val agreed to let me borrow her digital camera for a while. I still have not told anyone about the business. I don't want anyone at work to know, because there could be potential problems.

Some people will get jealous and do everything in their power to bring me down. It happened to Rachel last year.

Rachel's husband started a lawn service business. He started with just a couple of industrial lawn mowers that he bought with a loan. Within a few months he had more business than he could handle.

Rachel was doing the bookkeeping for the lawn service and everyone knew it. There was always gossip that she was working on the lawn service business during the day. I have known Rachel for a couple of years and I knew this was not true.

She really got frustrated, but did not want to quit because of the health insurance the hospital provided. Finally, she cut back to two days a week, just enough hours to keep her eligible for insurance.

It's really a shame that people have to be that way. If more of them would read and adopt Napoleon Hill's philosophy, we would be much better off.

I listened to Brian Tracy's, "[21 Secrets of Self Made Millionaires](#)". This was another excellent resource that really got me motivated. It's true, reading the books and listening to tapes is like having your own personal motivator.

It feels like they are talking directly to me. Next on my reading list is, "[The Richest Man in Babylon](#)".

I also read IRS publication 334, which was included with the Jobber Biz Toolz. I have a good understanding of how to set up my office. I'm definitely going to get every legal tax deduction that I can.

I decided to start my diet and exercise program this week instead of putting it off until next month. I was laying in bed on Wednesday morning and said to myself, "What are you waiting for"?

Napoleon Hill's words kept ringing in my ear. I decided to take action. I got up at 6:30 and went for a 1-mile walk. I followed this same routine for the rest of the week.

My diet will consist of eating much healthier. I will have to cut the pizza back to once a month. That will be tough, because it's my favorite "pig out" food. But I have to be able to exercise self-control and patience to be successful.

Actually, I prefer to think of it as a way of life, instead of a diet. I plan to make eating healthy and exercising a permanent way of life. I must take good care of my body to be able to do all of the things that I want to do.

Well, for the week I found 22 drive-by leads and 28 preforeclosure leads. 50 leads is not bad considering everything else that I worked on. Once I get everything set up and in place I will be able to concentrate on finding leads. This will probably take another 2 or 3 weeks.

Barry's Thoughts

It was a great week for Jo. She is getting close to beating the procrastination bug. She began her diet and exercise program right away, instead of waiting until next month.

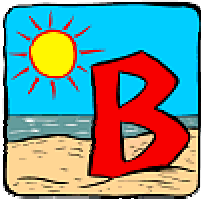
By the way, always consult a physician before beginning any type of diet or exercise program. It's like Real Estate Jobbing; no one program is perfect for everyone.

With that being said, I advocate a regular exercise program. It really gets your blood circulating. I prefer to exercise early in the morning, and it makes me feel good all day long. In fact, I do some of my best thinking while exercising.

I keep a pad of paper out in my gym, and when I get a good idea I immediately write it down. Unless I'm in the middle of a set during my weight training workout!

Jo still has not picked up on the importance of putting a plan together. She is doing everything else right. She's working hard everyday, she's being creative and she's finding leads.

She's getting closer to an A, but her grade for the week remains a...



Barry's Thoughts

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WEEK 7

Everyone Makes Mistakes

I had an exciting day at work on Thursday. There was a celebrity coming in to register. Everyone was nervous about the registration. I felt excited, but not nervous.

My business has really increased my self-confidence. Morton selected me to register the celebrity. I think he has noticed a change in me lately, and he also knows that I go the extra mile for my patients.

The celebrity turned out to be a local news anchor, who was coming in for a mammogram. Then I found out why everyone was so nervous. The registration was to be filmed and be part of a news story. Now I felt a little nervous.

I tried to block out the cameras and lights and treat her like any other patient. It was tough, but after we got started everything went fine. She was a very nice person and we chatted about kids, family and career.

She told me that she loved her job and couldn't imagine doing anything else. People recognized her everywhere she went. She didn't really mind and just considered it part of the business.

It must be nice to really love what you do for a living. I imagine it's not really work when you feel that way. I know I will love running my own business and can't wait to get it off of the ground.

I wanted to tell her about my business, but I resisted. I took her business card, and when I get things going I will invite her to lunch. We will then both be doing what we love.

Well, I felt really good about myself after I finished the registration. Everything went really smoothly and I was still very excited. I felt like I was on top of the world and could do anything.

Then I made a major mistake on the very next patient. I was registering the patient to have some blood drawn, and was talking about my "TV Piece". I sent the patient down to lab, but I had given her the wrong face sheet.

The face sheet contains all of the patient's contact and insurance information. The lab records the results of the tests on the face sheet. I was very lucky that one of the lab techs caught the error.

The test results could have been sent to the wrong patient and insurance company. Giving a patient the wrong test results could cause them a lot of unnecessary worry and open the hospital up to legal action.

The next day Morton called me into his office and told me what happened. I was written up and a note placed in my personnel file. I could not believe I had made such a stupid mistake. I apologized and told Morton it would never happen again.

He told me as long as I learned from my mistake it would be a lesson, and not a mistake. I will double check all the face sheets and not be so

careless in the future. I am determined that this will never happen again.

I must have this attitude with my business. I will definitely make mistakes. But I have to make sure that I learn my lesson and not repeat them. I'm sure every successful person has made mistakes, but they are successful because they learn from them.

Napoleon Hill said you must admit your mistakes and not make alibis. By admitting them you are taking responsibility and learning a valuable lesson. Believe me, I learned my lesson.

That evening I watched the report on the 6:00 evening news. There was footage of me registering the Newswoman, but no audio. Boy am I glad I started my diet and exercise program!

Barry's Thoughts

I think Jo learned her lesson well. You are going to make mistakes; there is no doubt about it. That's one of the ways you will learn. You can't be afraid to make a mistake or you won't ever try anything new.

Michael Dell, founder of Dell computers says he made many, many mistakes while building the company. But, he always learned from his mistakes and now Dell is a multi-billion dollar company.

Having a mentor will help limit your mistakes, but not eliminate them entirely. So don't worry about mistakes because they will happen, just learn from them. Maybe your mistakes will pay off like Mr. Dell's!



Barry's Thoughts

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Make Sure it's Legal

I did some investigating this week and found out that I need to obtain an Occupational License for my business. This is a license issued by the County Government. The license is just for the privilege of operating a business.

The license cost \$60 per year. I could probably get away without having one, but I want to make sure my business is completely legal. I went to buy my license, but was told I need a City Occupational License first!

I was starting to get frustrated, but I just chalked it up as a learning experience. I then went over to the City tax office and purchased the City Occupational License for \$10.

Then I went back to the County Tax Assessor and purchased the other occupational license. I've been to their website many times to look up property tax information but this was my first time in the office.

I registered the business under my name, but I will have to start giving some thought to the legal form I want to use. There is some information in the Jobber's Biz Toolz that I will review.

Most likely I will form a corporation of some type. I'm not exactly sure what the advantages and disadvantages are. I will have to do some research in order to make an informed decision.

The form is titled "APPLICATION SEMINOLE COUNTY OCCUPATIONAL LICENSE (407) 665-7636". It includes a section for "DBA" INFORMATION and "MAILING INFORMATION". The "DBA" section includes fields for Name, Address, City, FL Zip, Phone #, Business Description, # of Owners & Employees, # of seats, # of Vending Machines, Fictitious Name Registration #, State License #, Federal ID #, Corporate Doc #, and Florida Sales Tax #. The "MAILING" section includes fields for Name, Address, City, ST, and Zip. Below these is a section for "Information on Owner(s), Professional, or Officer of Corporation" with fields for Name, Title, Address, DL#, City, SS #, St. Zip, DOD, and Home Phone #. The form also includes a "For Office Use Only" section at the top right with fields for Account, Date, and Total Due. The bottom left corner of the form indicates "Rev. 3/23/01".

For Office Use Only:
Account: _____ Date: _____ Total Due: \$ _____

**APPLICATION
SEMINOLE COUNTY OCCUPATIONAL LICENSE
(407) 665-7636**

"DBA" INFORMATION **MAILING INFORMATION**

Name: _____ Name: _____
Address: _____ Address: _____
City: _____ FL Zip: _____ City: _____ ST _____ Zip: _____

Phone #: () _____
Business Description: _____
of Owners & Employees: _____ # of seats: _____ # of Vending Machines: _____
Fictitious Name Registration #: _____
(Please attach a copy of the Fictitious Name Registration)

State License # _____
(Please attach copy)

Federal ID # _____
Corporate Doc #: _____
(Please attach a copy of the Florida Corporation charter page)

Florida Sales Tax # _____

Information on Owner(s), Professional, or Officer of Corporation

Name: _____ Title: _____
Address: _____ DL#: _____
City: _____ SS #: _____
St. Zip: _____ DOD: _____
Home Phone # _____

(over)

Rev. 3/23/01

Figure 41 - Sample Occupational License Application

Barry's Thoughts

Don't underestimate the importance of following all of the regulations for starting a business in your area. Even though you are just starting out, learn the regulations for your State, County, City and any other government agencies in your area.

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A good place to start is with the website link below.

<http://www.statelocalgov.net/>

This site has links to all 50 State's websites and many county and city websites as well. Start at the state level, and look for information on starting a business.

There will probably be some information entitled "**Starting a Business in Your State**". There will definitely be phone numbers available. Find out the requirements for every level of government.

Obviously the requirements will vary by State, County and City. You want to always be in compliance with the law...

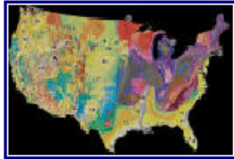


...because you never know who's watching!

Let's walk through the process so you will have an idea of what to look for.

Let's pay a visit to the website and see what they have to offer.

<http://www.statelocalgov.net/>



8456 Links

Select State

Enter term(s)

[Search](#)
[Add/Update Link](#)
[Read FAQ](#)
[Comments](#)
[Tell a Friend](#)

State and Local Government on the Net

www.statelocalgov.net

Note: We added hundreds of new local sites to our database recently.

* Date of last update if less than 30 days

- Alabama 3/5 - Alaska 2/27 - Arizona - Arkansas 2/23 - California 3/8 - Colorado 3/9 - Connecticut 3/9 - Delaware 3/6 - Florida 3/8 - Georgia 3/6 - Hawaii - Idaho 3/6 - Illinois 3/9 - Indiana 3/5 - Iowa 3/6 - Kansas 3/3	- New Jersey 3/9 - New Mexico - New York 3/9 - North Carolina 3/5 - North Dakota 3/6 - Ohio 3/12 - Oklahoma 3/9 - Oregon 3/5 - Pennsylvania 3/9 - Rhode Island 2/24 - South Carolina - South Dakota 2/24 - Tennessee 3/1 - Texas 3/9 - Utah 3/1 - Vermont 2/26
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Figure 42 - State and Local Government Website

You can select a State from the dropdown box on the left or choose from the list. We will visit the wonderful State of Arizona. I clicked on the State name and the following page was brought up.

Arizona

| [Statewide Offices](#) | [Legislative Branch](#) | [Judicial Branch](#) | [Executive Branch](#) |
[Boards and Commissions](#) | [Regional](#) | [County](#) | [City](#) | [Town](#) | [Other](#) | [Libraries](#) |

State Home Page

➔ • [State of Arizona](#)

Figure 43 - Partial Arizona Information Page

Notice in figure 43 all of the information available for the state. You will also be interested in the County, City and Town information.

I then clicked on "State of Arizona", under the heading "State Home Page", and the State home page was brought up, as shown in figure 44.

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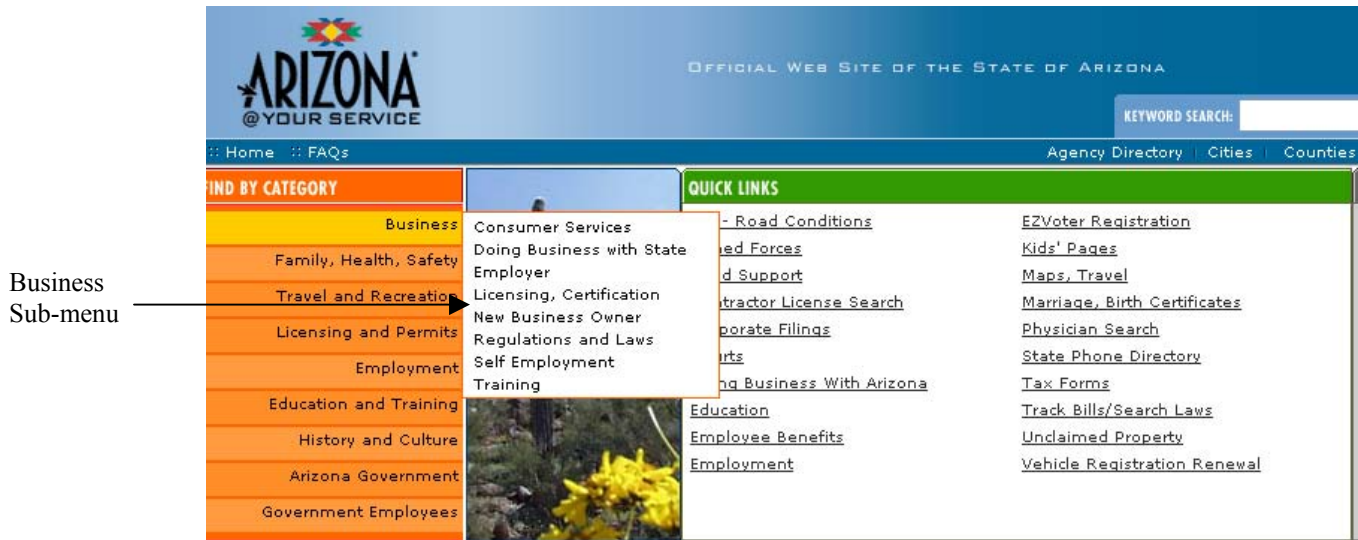


Figure 44 - Partial State of Arizona Home Page

There is a Business button (in yellow) on the left side of the page; when this button is clicked a sub-menu is brought up. The link we will try is "New Business Owner". After a little fishing around I found the Arizona Business Connection, which is what we are looking for.

Navigation icons: Email This, Print, Introduction, Personal Info, Back, Next, My Report.

ARIZONA BUSINESS CONNECTION

The **Arizona Business Connection (formerly Virtual Representative)** provides step-by-step information on what you need to know to start or expand your business in Arizona. This program applies to the majority of people/organizations seeking occupational, business, or tax license information and will provide other valuable information and resources. As you go through the program, you will find information on the following topics:

- Business Name Registration
- Business Structure
- Employer Identification Number (EIN)
- List of Specific Business Activities
- State Regulatory Licensing
- Transaction Privilege (Sales) Tax
- Employee Hiring Information
- City/Town Compliance
- Loan Information
- Small Business Assistance

The **Entrepreneur's Edge 2003**, a guide to small business development, can give you information to assist you with many of your business decisions.

[Click here](#) - English [Click here](#) - Español

Figure 45 - Partial Arizona Business Connection Page

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This is a tool that takes you through the steps of starting a business in Arizona. It will tell you how to get the various licenses and other information needed.

There is also a publication called the "Entrepreneurs Edge 2003". This publication is geared towards small business development.

There is no guarantee that every State will have resources as good as Arizona, but most states support small businesses. Small businesses create a lot of revenue for States.

There will most likely be a small business publication of some sort available. If not, make a call and find out what is required to start a business in your State.

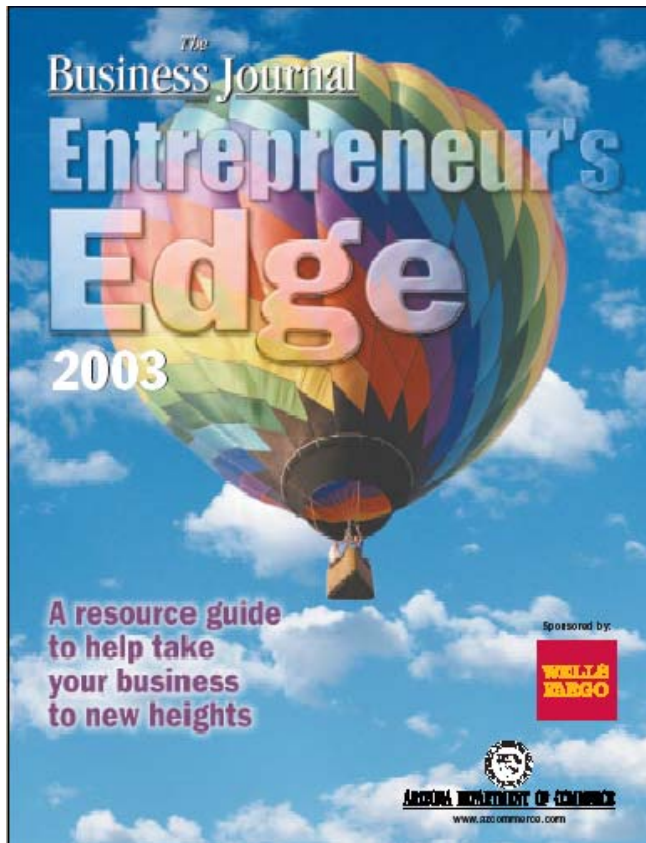


Figure 46 - Arizona Business Resource

Use the County, City and Town links to find out their licensing requirements as well. Remember, you are a detective, so keep looking until you find all of the information you need.

Okay let's get back to Jo's week!

Barry's Thoughts

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More New Lead Sources

I called 15 divorce attorneys and 10 bankruptcy attorneys this week. There were only 2 that might work with me. They were both fairly new to the area and trying to build a practice.

I wrote them a letter and sent some of my business cards. I used the letter in the Getting Started Guide word for word. Next week I will follow up with a phone call to each attorney.

I followed up with the Investors that I sent leads to a couple of weeks ago. There are a few that might be promising, but nothing for sure at this point. I was a little disappointed, but remembered it would probably take a little while to really get things going.

I sent out the direct mail letters to the landlords. The PC 602 Text word processor does not have a mail merge function. I can purchase an add-on for the program that has mail merge and a bunch of other features for \$30, which is about \$370 less than MS Office.

I will make do without the mail merge function for now. I typed up a letter to use as a template. Again using the same basic wording as in the Getting Started Guide.

I then simply changed the name and mailing address on each letter before printing it. All together I had 50 letters to mail. It's not as efficient as mail merge, but it only took a couple of hours, including writing out the envelopes.

I followed the advice from the Getting Started Guide and did not include a return address. I mailed the letters out the same day. I sure hope the landlords open the letters.

Making Contacts

One of my Investors, Kathy called and invited me to a sub-meeting of the local Investor Club. Kathy had received my leads and was very impressed with all of the information I had gathered.

She was fairly new to investing herself and had a partner. They had bought about six properties during their 12 months in real estate investing. Both Kathy and her partner were former schoolteachers.

They were looking for a change and stumbled across real estate investing. The meeting was the next evening at a branch of the local library at 6:00. This sub-group consisted of new and experienced investors.

I was anxious to meet Kathy and told her I would definitely be there. The next evening I showed up at the library. Again, I was in a situation where I did not know anyone, and it was time for action.

I did not see any signs posted for the meeting, but there was only one meeting room at the library. I walked back to the room and went in. No one seemed to notice me. There were about 20 people in the room and the meeting was just beginning.

They discussed a number of topics including, tax issues, home inspections, how to do drive-bys, the current deals they had pending and purchase contracts. They freely exchanged information and offered advice.

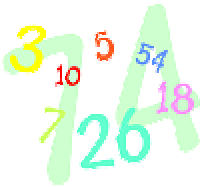
One Investor had bought a run down motel and converted it to an apartment building. He did a complete rehab and the value increased by 400%. He had it fully rented out and a very nice positive cash flow from it.

Barry's Thoughts

Simply put, cash flow is the money left over after all expenses have been paid. For instance, if you charge \$900 rent each month and your loan payment, insurance, taxes, repairs and other expenses amount to \$600, then you have a positive cash flow of \$300.

But, if your expenses are \$1,200, then you have a negative cash flow of \$300. Obviously, Investors strive to have as big a positive cash flow as possible.

They love for the numbers to come out in their favor.



Barry's Thoughts

The topics were very interesting and informative. They talked a little about the main meeting, which was two weeks away; they want to begin bringing in more guest speakers to cover various topics.

The topic suggestions included how to fill out a purchase contract, how to wholesale a property, the closing process, a speaker from a preferred title company, a speaker to discuss tax issues and to have a real estate attorney as a speaker.

These are all topics near and dear to my heart. I recognized one of the Investor's names from my list of Investors; however, Kathy was not there. I was quiet through the meeting.

After the meeting I introduced myself to Vaughn, one of the Investors I had sent leads to.

He also was very pleased with the format I used to send the leads. We chatted for a few minutes and then I headed home. It was almost 8:00 and I still had to get my foreclosure leads.

There was an e-mail message from Kathy apologizing for missing the meeting. Something business-related had come up. I guess things come up all the time for Investors, and they have to be flexible. She planned to attend the main meeting.

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This Week's Accomplishments

I went back to the FSBO websites and the three properties I looked at a couple of weeks ago were still listed. I decided to hold off another two weeks before submitting to Investors. I found two more possible leads. Not bad for 15 minutes of work.

I looked up foreclosure notices every night during the week. I have my 10-step process down to a science. It now takes me only about 45 minutes each night. I found 34 preforeclosures for the week.

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I also did my drive-by routine during the week and on Saturday morning. I found 26 total drive-by leads for the week.

I submitted all 50 of my leads from last week on Monday. Now almost every Investor has received at least one set of leads. I have communicated either in person, on the phone or through e-mail with 15 of my 24 Investors.

I have a grand total of 110 leads for the week. 50 direct mail pieces, 34 preforeclosures and 26 drive-bys. I devoted about 18 hours to my business this week. Not bad for a week's work.

I read **The Richest Man in Babylon** this week. It's a very interesting story that has been around for a long time. The point is well taken and I will be sure to apply it.

Next week I'm going to reread "**Think and Grow Rich.**" It's such a powerful book I want to make sure I know the principles inside and out.

I had a very successful week of dieting and exercising. I eat three healthy meals and drink almost a gallon of water each day.

That's 32 ounces while exercising, 28 ounces with breakfast, 32 ounces during lunch and 28 ounces with dinner. The first few days I thought I would float away!

I'm still getting up at 6:30 and walking a mile. I picked up the pace this week and averaged about 18 minutes. I also started doing

crunches after my walk. Crunches are like mini sit-ups, which strengthen the abdominal muscles.

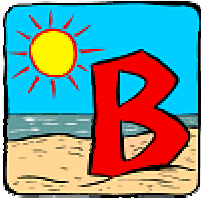
This was another productive week and I accomplished quite a bit. My lead count is growing and I'm using more lead sources. I'm definitely on my way now.

Barry's Thoughts

Well, it certainly seems as if Jo is on her way. She is doing a very good job of organizing her business and making progress each week. She is putting in the necessary time to make it successful and learning each day.

She is taking charge of her life in other ways by dieting and exercising. She continues to do well at her job, despite the mistake she made this week. She really is doing it all, except preparing an action plan and goals.

This is very important, even though she has made a lot of progress, she still can't be 100% sure she is progressing towards her goals. So... you guessed it, her grade for the week remains a...



I want to remind you to consult your physician if you are thinking of starting a diet or exercise program. Jo's program may not be right for you.

Barry's Thoughts

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WEEK 8

A Week With the Geeks

I got a break from registering patients last week. Morton finally acted on an idea I submitted a few weeks ago. I suggested that we could cut down on e-mails by setting up a webpage on the hospital [Intranet](#) site.

I was selected to represent the department and work with our IS (Information Systems) team to build the page. IS (we call them the geeks) knows all of the technical aspects and I know how the department operates. We should make a pretty good team.

I was on my own for coming up with the content of the website. Fortunately, I had already read [Volume 4, Real Estate Jobbing and the WWW](#). This, combined with the experience from my website business, helped me tremendously.

I knew the first thing I needed to do was to come up with a goal for the website. In this case it was pretty straightforward. To keep the Admitting Staff updated on everything that was going on and cut down on the number of e-mails flying all over the place.

The staff could check the web page a few times each day and get all of the information they need. Morton would post the information he wanted to share, as well as make announcements.

My creativity was really flowing. I think it carried over again from my business. I'm constantly searching for ways to make my business

better and more efficient. My brain seems to be churning 24-hours per day.

I thought of the obvious things like setting up space for hospital and department news. I also suggested starting something called the “employee spotlight”.

Each month a different employee will be featured in the spotlight. It will include information about the job they perform and also some personal information, such as...

- ✓ What do they do in their spare time?
- ✓ What’s their favorite movie?
- ✓ What are their other talents and skills?

This will help boost morale and let us get to know each other better. Like most work places, there are clicks of people that eat lunch and hang out together. I hope this will help employees learn they have things in common and help us all get to know one another better.

I also suggested setting up an online calendar of events, work schedules and due dates. Each month we will be able to see who’s on vacation, what days the volunteers are in, any special events like blood drives and know when all of the various reports are due to Morton.

It will help keep everyone in the department on the same page.

I came up with the idea of including an interactive organization chart of the hospital. This will allow us to see where we fit into the

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organization as a whole. It's easy to get fenced into your own little world. The purpose is to remind everyone that we are all part of something bigger.

The chart would show every department in the hospital, and by clicking on the department a new page would come up showing every employee in the department.

This would also help in determining whom we should address our questions to. Right now we waste a lot of time trying to figure out who to call in certain situations. It will be much more efficient to pull up the org chart and click on the department in question to get the information.

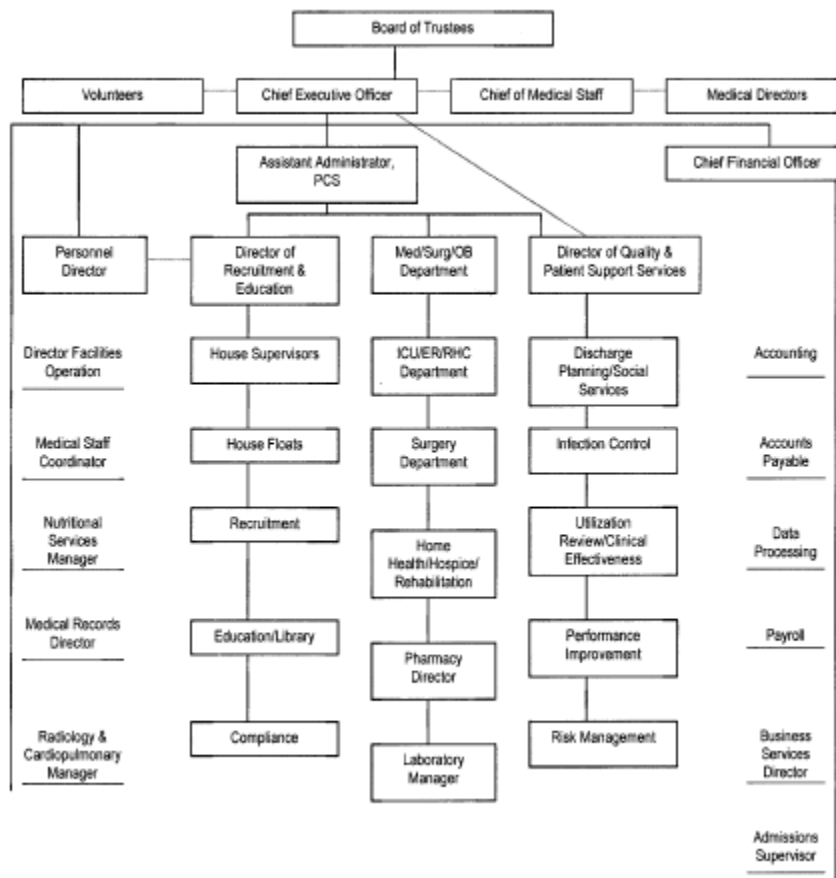


Figure 47 - Sample Org Chart for Jo's Web Page

A best practices section will also be included. This is where the admitting staff will note how they dealt with difficult situations. For instance some insurance companies require specific information or they won't pay the hospital billings.

This insurance company can be pulled up online and the staff member will know if they have to do anything out of the ordinary to get the charges paid.

Finally, we are going to include a report, which shows how much money we collected compared to budget. We are responsible for collecting a patient's co payment before they receive services.

If we surpass the budgeted amount, we all get a bonus for the month. We have not received a bonus in a while, partially because no one knows where we stand in relation to the budget.

The IS people were pretty impressed with my ideas. I felt good about myself as well. Morton was really pleased with what we had come up with. Of course, my reward was that I get to maintain the site.

I don't mind; in fact, I will enjoy it. A couple of months ago I was never chosen to do anything. Now I have been selected to be on TV and to work on our web page. My business is helping me realize I am capable of a lot more than I have been doing.

Barry's Thoughts

What Jo is going through is not uncommon. Quite often people get stuck in a rut and just accept their circumstances. Doing something like building a business makes people realize they have more to offer.

They understand that if they are capable of building a business, then they are also capable of doing more at their other jobs. You will be surprised at what you can do if you truly believe in yourself.

Napoleon Hill said, "anything your mind can conceive and you believe you can achieve". That includes being successful, and there is...



...nothing magical about it.

Barry's Thoughts

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"It's Becoming A Science"

I'm really starting to get a feel for my business. It's becoming a science for me and I'm starting to feel good about experimenting and trying some different approaches.

This week I decided to look up code violations and try to find some good leads. I went to the County website and did a search on "**code violations**". I found a link to the Planning and Development website, which is the department responsible for code enforcement.

The web page listed the top code violations and actually allowed people to report violations online. I'm sure there will be an abundance of violations, since they are so easy to report.

Barry's Thoughts

Code violations are an excellent source of finding Motivated Sellers that is often overlooked. People report code violations everyday, and it's now easier than ever to report a violation.

I want to call your attention to figure 48. The fourth most reported violation is "Business in the Home". As we discussed last week make sure you have all of the necessary licenses to make your business perfectly legal.

You don't want to get a knock on the door from your local County Inspector.



Barry's Thoughts

CODE ENFORCEMENT

SEMINOLE COUNTY TOP CODE VIOLATIONS

Use the links below to report that violation.



1. WEEDS - GRASS ([Report a Violation](#))

Uncultivated vegetation in excess of 24" in height and located within 75' of a structure is a violation.



2. VEHICLES - JUNK ([Report a Violation](#))

A dismantled, wrecked or non-operating vehicle must be stored in an enclosed garage or attached carport in a residential zone. (Code Team) For Vehicles in the right of way contact the Sheriff's Office at (407) 330-6600.



3. TRASH ([Report a Violation](#))

The accumulation of trash not in containers may be a nuisance violation. Unusable appliances, furniture etc. may be a violation. Mulch, compost piles and firewood are not a violation. (Code Team & Solid Waste)



4. BUSINESS IN THE HOME ([Report a Violation](#))

A home business that stocks merchandise for resale, has workers or customers at the house is a violation in most residential zones.



5. MOBILE HOME ([Report a Violation](#))

A mobile home must be granted a special exception, before it is placed on an agricultural property. Renewal of this exception may be needed. (Zoning) A park and tie down permit is needed to install the home.

Figure 48 - Top Code Violations

The minutes from the meetings are available online. I also plan to attend one of the meetings in person. It seems like the meetings would be interesting and I would get a better understanding of how the process works.

According to the latest minutes there were 19 cases presented at the last meeting. Two of the cases were for commercial businesses, the balance were from residential complaints.

Seven cases were repeat offenders and the board slapped fines and [liens](#) on the properties. The liens ranged in amount from \$1,000 up to \$20,000.

It's hard to believe that people let their properties get to a condition that causes such large fines. I suppose that they have their reasons; maybe some of them will be Motivated Sellers.

Case No 02-122-CEB	
Dennis A. & Teresa E. Dennis Jr.	
Inspector: JOHNNY L. AVINS	
Complaint No 02-05-188	
Requested Board action: Staff requests that Board issue an order constituting a lien in the amount of \$10,400.00, 104 days @ \$100.00/day, be recorded in the public records finding non-compliance and the fine continue to run at \$100.00 per day from the date of this Order.	
Violations charged:	Section 95.4 as defined in Section 95.3(g)(j)(l), Seminole County Code.
Described as:	1) Accumulation of trash and debris.
	2) Used or scrap building materials.
	3) Junked or abandoned vehicles not within an enclosed garage or attached carport.

Figure 49 - Sample Fine & Property Lien by Code Enforcement

All of the code violations included the property addresses. I printed out the minutes, and we checked out the properties during our Saturday drive-bys.

Eight of the property owners had corrected the code violations. The seven properties with the fines had not made the needed repairs. Two of these seven were businesses; the other four new violations had not been corrected.

That gave me 9 possible Motivated Sellers; the 5 with fines and the 4 who had not brought their property up to code. Of these 9 properties, two seem to have minor violations. Nothing a lawn mower wouldn't cure.

The other 7 properties were possible Motivated Sellers that I included on my Master Lead Log. These properties were a real mess. They had four-foot tall grass, junk cars, junk boats and even a junk airplane!

I took pictures of all of these properties with the digital camera. I use my drive- by log to keep track of the pictures. I wrote down the address in the log and then wrote the picture number next to it.

This will make it easy for me to identify the pictures when I download them from the camera. I'm discovering little things like this everyday, which make operating my business a little smoother.

Barry's Thoughts

You will also find yourself discovering ways to make your business work better. Don't fall into the trap...



... of believing there is only one right way to do something. Figure out what works best for you and go with it.

It's always a good idea to take a drive and check out the code violation properties. Most will have been corrected, but there will be some that are prime candidates for your Investors.

This is part of going the extra mile and assuring Investors you will only give them quality leads. This type of effort is what will make your services stand out, and be desired by every Investor in town.

The property in figure 50 is one that had a code violation against it. When I drove out and took a look it was obviously not a good lead. Had I just gone by the minutes from the Code Enforcement meeting, I would have given my Investor a bad lead.

Follow Jo's example and include these properties in your drive-bys.
Don't forget to record your mileage in the Mileage Log!

Barry's Thoughts



Figure 50 - Property with Corrected Code Violations

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This Week's Accomplishments

I followed up with the divorce and bankruptcy attorneys. They had all received the letters I sent, but did not have any leads for me. I just reiterated that they could call me anytime if they had leads or questions.

I have my main lead producers that I will concentrate on. I will continue to try the other sources, but I will do the following every week:

- ✓ Drive-bys
- ✓ Preforeclosures
- ✓ Landlord direct mail
- ✓ Aged classified calls

Monthly I will also include the following services:

- ✓ Code violations
- ✓ Internet FSBO sites

I should be able to generate plenty of leads using these sources. I put together an action plan of what I want to achieve next week.

My targets for next week are:

1. 50 drive-by leads
2. 50 direct mailers to landlords
3. 30 preforeclosures

130 leads would make for a pretty successful week!

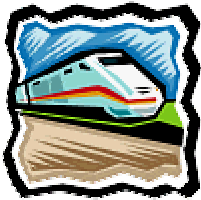
Barry's Thoughts

Jo has shown the first signs of doing some planning. These are targets she should be able to hit. It's not uncommon for goals and planning to take a back seat during the startup of a business. But you know better, right?

Your initial planning can be simple, much like Jo has done. She should start with her long-term goals and work backwards to her weekly goals. The weekly goals should be used to measure progress towards the monthly goals.

The monthly goals should be used to measure progress toward the short-term goals. The short-term goals should be used to measure the progress towards long-term goals.

Structured goals keep you on the fast track...



... to getting everything you want out of life.

Barry's Thoughts

I also followed up on the leads I submitted for the last two weeks. Still nothing close, but they are working all of my leads. I hope my trust is well placed, and that no one has purchased a property and not told me about it.

I did make a little bit of money this week. Brian paid me \$20 cash for the two ugly property leads I submitted. I think I will frame that \$20 bill. My first Real Estate Jobber income!

I went through my 10-step process for finding foreclosure leads and found a total of 25 for the week. So far it looks like Tuesdays are the biggest days for foreclosure filings.

I set my Sunday classified sections aside for the third week. I think I will begin calling on the classified leads next week. The first classifieds will have aged four weeks, and should produce some good leads.

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I did drive-bys during my lunch hour each day last week and found 11 leads. We did our normal Saturday drive-bys, while looking at the code violation properties and found an additional 14 FSBO and FRBO properties.

I prepared a list of 50 more landlords, printed out and mailed the letters. I'm trying to find 5 or 10 landlords in the evenings after doing my foreclosures. On the weekends I prepare the letters and mail them out.

I re-read Think and Grow Rich. I think I'm getting addicted to reading these motivational books. I ordered the "**One Minute Millionaire**" by Robert Allen and Mark Victor Hansen.

Robert Allen has been writing real estate investing books for years, and is one of the founders of creative financing, or no money down real estate. Mark Victor Hansen is the author of the popular "**Chicken Soup**" series of books.

I figure both of these authors know what they are talking about. Each has sold millions of books and made millions of dollars. I'm willing to listen to what they have to say.

My diet and exercise program is going extremely well. I have already lost 4 pounds. I want to gradually lose the weight and keep it off. I'm still walking a mile in the morning and doing my crunches.

My time for walking a mile has improved to 16 minutes. Some mornings I don't feel like getting up early, but once I get going I feel

great. I'm thinking constantly about how to move my business forward during my brisk walk.

I'm probably going to order some motivational books on tape to listen to during my walks. I feel like I now have considerably more energy during the day. I'm even able to stay up a little later at night and still have energy throughout the entire next day.

I'm down to about an hour of TV in the evenings, but a little more on the weekend. I eat dinner with the family and then it's off to the office to hunt for leads.

Mike has been great helping out with the kids and the house. I'm still not sure he believes I will be successful, but he respects the effort that I'm putting into the business. It's like having a second job!

Just a few weeks ago I was thinking about getting a second job and would probably have earned very little money. Now I'm on my way to surpassing the income from my first job.

It's now been about two months since I started the business. A lot of the time has been spent learning and preparing, but the last couple of weeks my lead generating skills have improved and I'm starting to crank out the leads.

My numbers for the week...

- ✓ 7 code violations
- ✓ 25 drive-bys
- ✓ 25 preforeclosure leads

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- ✓ 50 landlord direct mailings, 0 replies
- ✓ 57 total true leads

I do not count the direct mailings as leads. I will only count them if I'm able to refer the property to an Investor. A true lead is one that has been recorded in my Master Lead Log and referred to an Investor.

Well that's it for the week. I feel like I'm starting to get into a routine, and definitely have a better understanding of what I'm doing. Like I said earlier, I'm getting it down to a science.

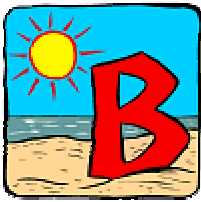
Barry's Thoughts

This was another great week of work for Jo. She continues to fine-tune her lead generating system and sources. She has cut her TV viewing time way down and is productive everyday.

She even began planning for the next week, which is major progress. She is very close to getting rid of her procrastination bug and continues to be creative.

However, I'm going to have to insist that she get her goals in order. She already has what she wants to do in mind. It's really just a matter of organizing her thoughts and putting them on paper.

There is a resource included in the Biz Toolz that covers goal setting, so please make use of it! Let's give Jo another grade of...



...for the week.

Barry's Thoughts

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WEEK 9

What Job Security?

I had a very interesting patient on Monday. His name was Steve and he was a Consultant for a large national chain of auto repair shops. Steve's job was to oversee construction and set up of new shops.

As a top performer for the company he earned over \$100,000 a year. The company offered great benefits and perks. It was his dream job and he thought he would retire with the company.

Then one day during a routine inspection he had a bad accident. He was inspecting the exhaust fan at one of the new shops. A short in the system caused it to turn on while his hand was still near the fan.

Steve lost three fingers. Luckily the shop workers retrieved the fingers and the doctors were able to reattach them. However, Steve would never regain full use of his hand.

He spent months in rehabilitation and physical therapy, but could not get clearance to go back to work. After a few months his company laid him off, permanently.

He was shocked; he could not believe the company he had done such a great job for could turn their back on him. The company was making a lot of money because of Steve, but they had no loyalty once he was disabled.

Steve's family could not live on his disability and his wife was forced to get a job to keep their heads above water. The extra income caused Steve to lose his disability payments.

They had cut their lifestyle as much as possible, but it still was not enough. The only solution was to get a divorce. Steve loved his wife and the divorce was on paper only.

Steve was able to get disability again, but this is not the way he wants to spend the rest of his life. He bought a computer and began researching the best ways to make money with his disability.

After several weeks of research he decided on Real Estate. It's a way he can get back the lifestyle he once had, even with his disability. He wasn't sure which avenue in real estate that he would pursue, but he was sure about real estate.

I told him a little about my business and he seemed very interested. It's good to know that others feel the same way about real estate as I do. It gives me just a little extra boost of confidence.

Steve wanted his old lifestyle back, but the thing he looked forward to the most was being able to remarry his wife. That will be the force that motivates him to succeed.

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Ready to Take Off!

I attended my first Investment Club meeting and boy was it informative! The meeting started at 7:30, but the networking takes place before the meeting. I arrived at about 6:45.

I was able to attend this first meeting for free. The club membership is \$100 per year or \$15 per meeting.

I was somewhat nervous, but everyone made me feel really comfortable. I mingled and met several new Investors. I gave out and collected about 20 business cards.

Of course, not everyone was an Investor. I met Attorneys, Accountants, Real Estate Agents, Mortgage Brokers and someone from a title insurance company. These are all contacts I will need in the future, so I will definitely save their business cards.

I also met some of my current Investors including Kathy, Sam, Jill and Doug. They were all very glad to meet me and appreciated the leads. They were particularly impressed with the completeness of the information I provided.

Kathy said she felt she was close to making a deal on a lead I had sent her a couple of weeks ago. She said she would keep me informed. It was very difficult to contain my excitement, but I just thanked her and said that I was looking forward to hearing from her.

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I took my notepad and was ready to take a lot of notes. I did not want to forget anything that was said.

The President of the club called the meeting to order. He reviewed the mission statement of the club, "to assist in the success of the club's membership in their real estate investing careers, through continuing education, motivation and networking in a positive environment".

This sounded really good to me. I'm going to develop a mission statement for my business and tack it to the bulletin board in my office. When things get tough I will use it for motivation.

The President then asked all the visitors to stand up and introduce themselves. I've never been good at public speaking, but I managed to stand up say my name and mention that I was brand new to real estate investing.

After the introductions the President made it clear that the club loves to support and help new Investors. He also said that most new Investors give up after a couple of months when they are unable to buy a property. He hoped we would stick it out and enjoy the rewards.

I think my Jobber business will definitely help prepare me for the patience that is needed to be an Investor. I have already found over 200 leads, but no referral fees.

Investors also understand that it's a numbers game. They must wait until they get a contract price that works for both parties. If they pay too much they won't be able to make any money.

So I guess I can understand why it will take a little time to get my first referral fee. Investors are not going to make a bad deal just so I can get a referral fee. My best bet is to just keep cranking out the leads.

The President then introduced the speaker for the night, Ms. Deborah Hayes. Ms. Hay's topic was Real Estate Investor Ethics.

Next were the general announcements where I picked up some more great information. There is going to be a "Rehab Fieldtrip" in a couple of weeks.

The Investors actually take members to a couple of their current rehab projects in various stages of completion. The Investors will explain the background of the projects, how they selected the work crews and how the rehab costs were estimated.

The trip will conclude with a visit to a local home improvement store, where materials selection and pricing will be explained. The cost is \$50 for members. I will pass on the fieldtrip this time, but I definitely want to participate in the future.

The meeting schedule of the subgroups was announced. I was surprised that there were several subgroups including:

- ✓ Full-time advanced Investors
- ✓ Creative financing
- ✓ Cash flow
- ✓ Wholesalers
- ✓ Newbies (beginners)

The subgroup meeting that I attended was actually the Wholesalers. I also want to join the Newbie subgroup.

There is a mentoring program available. The experienced Investors volunteer for a question and answer session on various topics for new Investors. The meetings are held monthly at local restaurants around town.

They are free to members; we just buy our own dinners. What a great program that I know will help me out. I know I will have to work with my Investors to get one-on-one mentoring, but this will give me a big head start.

Some of the topics covered and to be covered are:

- ✓ No money down deals
- ✓ Due on sale
- ✓ Successful landlording
- ✓ Finding bargain properties
- ✓ Business formation – sole proprietorship, partnership or corporation
- ✓ Writing sales contracts
- ✓ Property evaluation
- ✓ Lease options
- ✓ Rehabs
- ✓ Flipping properties quickly
- ✓ 1031 exchanges
- ✓ Home inspections
- ✓ Mobile home buying and selling

I don't even know what most of these topics are, but I guess that's what the meetings are for. I will definitely attend all of the mentoring sessions.

Next the President talked about the importance of volunteering. He stressed that it is absolutely essential to give back to the community. After all, the community is why Investors are able to make such good livings.

This is something that I have never given a lot of thought to. But I guess it does make sense. There is a Habitat for Humanity project in a couple of months that the club will be participating in.

Habitat for Humanity International is a nonprofit, nondenominational Christian housing organization. They build simple, decent, affordable houses for people in need.

People in need are able to purchase the homes for costs. The homeowners and volunteers from around the community build the houses.

I'm not that handy, but I will volunteer for this project. I'm sure Mike would also like to pitch in.

Barry's Thoughts

I too, would like to stress the importance of giving back to your community in the form of money, time or both. There is usually someone in more need than you.

Believe me, you will feel really good about yourself and you will have helped someone that really needs it. I'm a firm believer in what goes around comes around. Your good "karma" will be rewarded.

Habitat for Humanity is a wonderful place to start. For more information please click on the link below.



<http://www.habitat.org/>

Barry's Thoughts

After the announcements there was about a half hour "round table" discussion. Investors talked about some of their recent deals, some perspective deals and local trends in the housing market.

Then it was time for the guest speaker Deborah Hayes. Deborah has been a Real Estate Investor for 5 years. Prior to Investing she was a stay-at-home mom.

When her husband was downsized she decided to give investing a try, in order to help make ends meet. She started out as a bird dog just like me. Since that time she has bought over 75 properties. Hearing this really gave me some extra motivation.

Deborah talked about the bad perception that Investors have. People often think Investors take advantage of people in unfortunate situations. She went on to say that Investors are offering a service that helps people out of these situations.

She also talked about the importance of working together and improving the image of Investors. A perfect example is the Habitat for Humanity project. She encouraged everyone to get involved.

The majority of her presentation centered on the importance of being trustworthy with one another. She explained how early in her career she had supplied an Investor with some leads, and the Investor cut her out of the deal.

She was very upset and let her local Investment Club know about the individual. This person was banned from the club and blackballed in the community. All of this deception just to save \$1,000. She just could not understand that mentality.

Since that time she has only run across a handful of these individuals. Deborah suggested that we watch each other's back and promptly pay for any leads that are received from another Investor. Deborah urged us to report anyone that is guilty of stealing a deal.

A bad reputation travels fast and everyone will soon know that the person cannot be trusted. On the other hand, word travels equally as fast if you have a good reputation. So I will always do the right thing.

I was really glad to hear her message! I truly believe most Investors are ethical and will pay for successful leads. But it's good to hear that message reinforced in this gathering.

After a few questions the President closed the meeting. I went over and shook Deborah's hand and thanked her for the message. I told her I was just starting out as a Jobber, and she wished me good luck and told me not to give up.

With that I went home feeling exceptionally motivated. In fact, even though it was nearly 10:30 I spent an hour looking up foreclosure notices.

I will definitely join the club next month.

Barry's Thoughts

I think it's fairly obvious that joining a Real Estate Investment club is one the best investments you can make for your business. The club membership will probably cost between \$50 and \$150 per year.

Most clubs provide a number of discounted learning opportunities for its members. Although Jo's club meeting was fictional, it will give you an idea of what to expect. If your club does not offer some of these types of opportunities, then make a suggestion to the Club President.

Take advantage of all of the benefits the Investment Club offers. It will save you time, money and mistakes. So join your local Investment Club ASAP!



Barry's Thoughts

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This Week's Accomplishments

I got a call from Brian and he is close to making a deal on one of the ugly property leads that I gave him. Now I have two leads that could possibly turn into referral fees. I can't wait for the deals to come through!

I also received about 7 phone calls and 3 e-mails from my landlord mailings. Six of the contacts were from my first mailing and the other four from my second mailing. Seven of the Landlords were just informing me that they were not interested in selling, but thanked me for inquiring.

The other three were interested in selling. I gathered the information needed for the Property Analysis Form and told them I would be back in touch with them.

I was surprised at how easy it was to get all of the information needed for the form. Some of it seems so personal, but the landlords are Real Estate Investors themselves and understand the game.

I recorded all of the responses in my Mail Merge Log. In a few months I will probably follow up with the landlords that did not respond. I now have 3 premium leads for my Master Lead Log.

I started thinking about putting together a monthly action plan that will project the number of leads that I will get for each lead type. I have a good idea of what I'm shooting for, but have not taken the time to write down the numbers.



I followed my 10-step system to find the foreclosure notices. It was a banner week I found 36 leads. I still feel a little guilty looking for people about to lose their home, but maybe one of my Investors will be able to help them.

I again did drive-bys all week at work and on Saturday morning. We found 29 total drive-by leads.

I sent out 50 more letters to landlords. I'm going to have to think about getting the mail merge function for my word processor. It will save me time and make this process easier.

I have now collected the homes for sale and for rent sections of the classified papers for the last four weeks. Believe it or not, I'm kind of excited about calling on these ads next week. Each ad places me one step closer to finding a motivated seller.

My numbers for the week...

- ✓ 50 new landlord mailings, 3 leads
- ✓ 29 drive-bys leads
- ✓ 36 preforeclosure leads
- ✓ 68 total true leads

I received the "One Minute Millionaire" and will read it next week. I read "As a Man Thinketh" by James Allen and "Acres of Diamonds" by Russell H. Conwell.

Both were written a long time ago, but the messages are still valid. It's amazing the secret to success has not changed over the years. It's a matter of believing in myself and not giving up.

I continued my diet and exercise program. I increased my walk distance to 1.5 miles. I also went to some garage sales and bought a set of light dumbbells. Now in addition to my crunches I do three sets (10 repetitions per set) of arm curls with my 10 pound dumbbells.

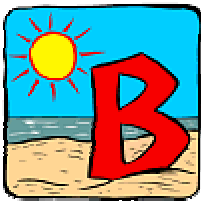
My clothes are fitting looser now!

Barry's Thoughts

Jo is doing almost everything right. She is even thinking about putting her first monthly action plan together. She still has a slight case of the procrastination bug.

Attending the Investor Club meeting gave her a big boost in confidence and motivation. She now has a couple of possible buyers for her leads, which means the payout of referral fees isn't far away.

She is not too far away from putting it all together, but for this week she gets a grade of...



Barry's Thoughts

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WEEK 10

Going the Extra Mile

I had to work at the hospital Saturday morning and it was a relatively slow day. I had an elderly man named Peter come in for a blood transfusion. His wife Martha accompanied him.

There was no paperwork for him, but after a little digging I figured out he was on the schedule for Friday and had missed the appointment. They were very discouraged and Martha just wanted to leave.

I asked her to hold on a minute and let me do a little more investigating. They had originally gone over to the ER, who immediately sent them over to me. I wasn't going to pass the buck without trying to help.

I called up to the second floor to see if they could do anything, but I did not get an answer. I walked up to the floor, but it was closed since it was Saturday. I called the Managing Nurse on duty, but she did not have any suggestions either.

I finally tracked down the doctor on call; of course he was not Peter's normal doctor and had no medical records to go by. He actually asked me if I thought Peter could wait until Monday for the transfusion.

I certainly did not want to give any medical advice so I suggested that the doctor talk with Martha. Martha told him that Peter was not holding up very well. Based on these comments the doctor faxed over the orders for the transfusion.

I took Peter down to the lab for the procedure and asked the lab tech to let me know when he was finished. I wanted to get Peter up to his room as soon as possible after the transfusion. This way he would not have to wait for someone to come and get him.

The lab called me just as they promised and I went down and wheeled him up to his room. He was exhausted and when the nurses finally got him in bed, he looked at me and said, "I love you", and then fell asleep. Martha was also very grateful for my efforts.

It's a wonderful feeling to help someone; it just took a little extra effort. Going the extra mile is something I've read about over and over in my motivational books. I'm glad I was able to put it into practice today.

My business has definitely made me want to go the extra mile. I'm constantly searching several sources for leads. If I don't find leads in one place then I look in another.

I'm definitely going to go the extra mile for my Investors. I know doing so will increase my value to them and make them money, and in turn make money for myself. I want my Investors to say, "I love you".

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Money in the Bank

I finally got the call I've been waiting for! I have earned my first referral fee. Kathy closed her deal earlier in the week. It was one of my first preforeclosure leads that I sent to her.

She was able to get the property for about \$57,000. She estimated she would be able to sell it for at least \$75,000 with very little work on her part. We met for lunch and she gave me my first check for \$500.

I'm definitely hoping that Kathy will be one of my mentors. Even though she is kind of new, she has picked up a lot of knowledge. I'm pretty sure if I keep providing leads that earn her \$18,000 she will help me learn the ropes.

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Calling on the Classifieds

My referral fee gave me even more motivation to pursue the leads from the aged classified ads. I was still a little intimidated. I know how many times I have hung up on telemarketers.

I began contacting the people from my classified ads that I had been aging for the past several weeks. My plan was to call all of the ads from the earliest papers that I had collected.

I would go through and ask questions to get the information needed for the Property Analysis Form. I had already circled the ads that

appeared to be placed by Motivated Sellers. There were over 200 of them.

My first 10 or 15 calls were not very good. I wrote out a script to follow, but I always lost track of where I was or fumbled over the words. Finally, I decided to be more natural and just talk to the sellers and try to get the information needed for the form. I was much more successful.

One of my better calls went like this...

Me – hello I’m calling to find out if your house is still for sale, my copy of the paper is a couple of weeks old.

Seller – why yes it is.

Me – can you tell me a little bit about it?

Seller – it’s a 3 bedroom, 2-bathroom ranch style house with a large backyard. It also has a carport.

Me – that sounds nice, how many square feet are there?

Seller – I think it’s about 1,400 or so.

Me – that’s a nice size, what’s your asking price?

Seller – we started off asking \$90,000, but have dropped the price to \$87,000.

Me – I see, how long has it been on the market?

Seller – for about two months now.

Me – why are you selling your house?

Seller – we want to move back up North.

Me – oh, you don’t like the area?

Seller – we do, but all of our family is still up North

Me – are you flexible on the price at all?

Seller – well, maybe if you can move quickly.

Me – I see, is there a mortgage on the home?

Seller – yes.

Me – what is the balance and your monthly payment, if you don't mind?

Seller – it's about \$73,000 and the payment is \$650.

Me – have you had an appraisal lately?

Seller – no, not for some time.

Me – can you tell me your address so I can drive-by and see what your house looks like?

Seller – I can set up an appointment and give you a tour.

Me – thank you, but so I don't waste your time I would like to see the house and neighborhood first. Then I will call you to set up an appointment to see the inside.

Seller – all right, that sounds fine. The address is 2459 Primlamp Place.

Me – thank you very much for your time.

Seller – you're welcome, good-bye.

Me – good-bye.

Barry's Thoughts

A script is a good starting point for making calls. After a few calls you will find it harder and harder to stick to a script. Not every call will flow exactly the same.

The best approach is to know what information you are trying to get. You must also understand why you are getting the information. Your goal is to further qualify the property for your Investor.

Obtain the information on the Property Evaluation Form, and be sure to ask if they are somewhat flexible on the price. Then do your normal Property Appraiser and Tax Assessor research.

Now you can make an educated guess as to whether this is a truly motivated seller. When the Investor gets this information she should be able to close quickly on the truly Motivated Sellers. Which earns you \$1,000!

Don't shy away from calling the aged classified ads. Many of the homes will already be sold, but there will be some that have not been sold. Believe me, these people will be anxious to talk with you.

They won't treat you like...



...a telemarketer.

Barry's Thoughts

This is a property that I will probably forward to an Investor. The Seller wants to move and is somewhat flexible on the price.

I made about 125 calls over the weekend. I reached 70 people and left messages with the rest. About half the people returned my call. I figured those that didn't must have already sold their house. Not one person hung up on me, even when I stumbled through my script early on.

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80 people had already sold their house, 38 still did not seem to be motivated, which left 7 sellers I felt were worth passing on to my Investors.

That's only about 6% of my total calls, but that 6% could be worth \$7,000. Not bad for a few hours of work! I only had time to call about half of the ads that I circled, next week I will try to call more.

On the flip side, the deal Brian was working on with the ugly house fell through. He could not work out the price he wanted, but he said he would contact the owner again in a few weeks.

That was a little disappointing, but I was still on a high after landing my first referral fee check, and nothing could bring me down.

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This Week's Accomplishments

I attended the Investor Club subgroup meeting for Newbies. There were about 15 people there. I was the only Jobber, the others were trying to buy and sell properties. I honestly felt like I knew as much as most of them.

Most of them were trying to flip properties. A couple of the Newbies even had properties under contract and was trying to sell them before the closing date. It sounded like maybe they had offered too much for the property.

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One person had stumbled onto a preforeclosure deal and had the owners sign the property over to him. He then paid the first mortgage off for \$50,000. The property also had a second mortgage, which became primary when he paid off the first mortgage.

To make a long story short, the seller did not show up at the closing and the Newbie was unable to close. To make it worse, his claim was now second in line behind the old second mortgage.

After several questions, the only advice that could be offered was to contact an Attorney. I did not understand a lot of what was being said, but I did understand that this Newbie had made a major mistake.

I'm sure glad I'm following the Jobber method. I want to learn from my Investors so I won't make costly mistakes like that. It was basically an open question and answer forum. I again stayed in the background and just listened.

At the end of the evening I completed the Investment Club application and gave it, along with a check for \$100 to the group chairman. I'm now an official member of the Investment Club!

This was my first purchase with my referral fee money. I felt good about it; it's like investing the money back into my business. The knowledge I can gain will be worth 1,000 times more than my \$100 investment.

I got 15 more responses from my direct mail campaign; again they were from a mixture of my mailings. I guess it will always be like that.

Some landlords were out of town and some too busy to get back in touch with me right away.

Those that I don't hear anything from I will follow up within 3 to 6 months. I'm immediately updating my rental Mail Merge Log whenever I hear from a landlord. This will make it easy to know who to follow up with and when.

Barry's Thoughts

Always update your forms immediately. It's very easy to forget if you don't. Remember, organization is the key to staying on top of your business. Don't procrastinate, because it will come back to bite you.



Barry's Thoughts

Out of the 15 landlords that responded I decided to include 6 on my Master Lead Log. Combined with the classified ad leads this gave me 13 **premium leads** for the week. I love submitting the premium leads.

It was another good week for foreclosure notices; I used my 10-step system to find 31 leads to submit. This is the lead type that earned me my first referral fee, so I was eager to look at every possible mortgage foreclosure.

I continued with the drive-bys during my lunch break and on Saturday mornings. The family still seems to enjoy our Saturday morning drives. In fact, after dinner it's our highest quality time together.

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We have begun exploring several different areas of town, and there seems to be no end to FSBO and FRBO properties. I'm going to cut back on my lunchtime drive-bys.

I've covered most of the area around the hospital that I can reasonably drive during my lunch hour. I will probably start calling some of the leftover classified ads during this time.

I have continued to use my steno pad in the car to record my mileage during the week and on Saturdays. I then input the mileage information into the Mileage Log spreadsheet at the end of each week.

I'm racking up over 100 miles each week. That will definitely help me during tax time. In the 100-plus miles last week we found a total of 28 leads, including 2 vacant properties.

I added this week's classified ads to my aged stack of newspapers. I circled over 200 ads to follow up on. I still can't believe how big the real estate market is, and I'm only looking at a small percentage of it.

I began reading the **One Minute Millionaire**. I'm very impressed with the philosophy being taught. It's similar to some of the other teachings I've read, but with a different twist.

I read about an hour before I go to bed. I've had to cut it short a couple of times this week, because I worked on the business later into the evening.

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Mike was extremely happy and proud of me for earning my first referral fee. He admitted that he had underestimated my desire to make this work. We went out and had a nice celebration dinner.

My exercise routine is going extremely well. I feel better than I have in years and I've lost 10 pounds! I will keep up the same routine next week and probably increase my activity the following week.

I'm having no trouble with the diet. I have a different mindset now since reading my books and working on the business. I know that I have more self-control and can now look beyond the moment and see myself the way I want to look.

It's a great feeling.

My numbers for the week...

- ✓ 28 drive-by leads, 2 ugly properties
- ✓ 31 foreclosure leads
- ✓ 50 direct mail letters, 6 leads
- ✓ 100 classified ad calls, 7 leads
- ✓ 72 true leads

Barry's Thoughts

Well, well, well, Jo has earned her first referral fee. How exciting! She certainly has put in the time and effort to make it happen. I'm sure there are many more referral fees in her future.

She also did not overlook the fact that her Investor will earn \$18,000 on the transaction. This is why so many people want to become Real Estate Investors.

But most are not willing to do what it takes to find those properties. It takes a lot of contacts to find a property that makes money. Look at Jo, she has generated hundreds of leads. You have to be willing to do the same thing.

Even though Jo did not get her goals in order, since she earned her first referral fee we have to give her an...



...for the week.

Barry's Thoughts

WEEK 11

Judging a Book by the Cover

I had a very rude and irritable patient on Tuesday. He practically bit my head off for anything I said. I was just trying to get his insurance information. But I did not think any less of him.

I learned not to judge people on how they act, and this has been backed up by all of the books I'm reading. I try to give people the benefit of the doubt and not form opinions without knowing the person.

I had a coworker, Francis that always seemed irritable and extremely moody. She was in a bad mood constantly. She hardly ever talked to anyone and pretty much kept to herself all of the time.

One night we both worked the night shift and it's usually pretty quiet. We talked a little and Francis began to open up to me. She had kept things pent up so long that it must have been good therapy for her to finally talk to someone.

It seems her daughter Ellen had a drug problem, and was constantly getting into trouble. She had been arrested several times and in and out of rehab facilities. Francis wanted Ellen to live at home, but she was afraid Ellen would hurt someone.

One day Francis came home and found Ellen beating up Molly, her younger sister. All of these problems had begun to spill over to Molly. She was skipping school and becoming very defiant.

Francis and her husband had divorced a few years earlier. He was in denial that their daughter had a drug problem. Every time Francis sought help for Ellen, her husband would put a stop to it.

One day Francis got fed up and admitted Ellen to a rehab facility. Her husband became very angry and they were never able to overcome the problem. A divorce followed shortly thereafter.

On top of all of this Francis' father was diagnosed with terminal cancer. He needed a lot of attention and Francis was the only person who could give it. She was going from dawn to dusk taking care of everyone but herself.

All of this, of course, led to financial problems. She was just a single mother earning the same salary as me. Francis never gave up and did whatever she had to in order to keep her family together.

Now things are much better. Ellen is stable, her younger daughter is in college and her father is in remission. Francis and I talked quite often after that evening and her attitude at work gradually changed.

Now I can understand why she was not overly concerned with being happy and cheerful at work. She had so many problems in her personal life that it would have been impossible to put on a happy face all the time at work.

They tell us to separate our personal lives from business. But we are not robots and it's not always possible. So I learned the lesson of not judging a book by its cover.

You never know what's going on in someone's life to cause him or her to act differently.

I found out Francis was a wonderful person, devoted mother and responsible daughter. The person I once viewed as moody and rude is now one of my best friends.

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"It's All Coming Together"

I received a call from Sam telling me that he had closed on one of my leads! He apologized for not keeping me in the loop, but things had moved quickly. I told him I understood and it was no problem.

It was another preforeclosure lead that I had submitted a few weeks ago. I could not believe it, successful leads two weeks in a row. Sam told me the detailed information that I submit with my leads is very helpful.

The Jones had owned their home for a long time, but Mr. Jones lost his high paying Engineering job about 6 months ago. A larger company, Quintix, purchased the company Mr. Jones worked for.

The local staff was let go and all of the operations were moved to Quintix's headquarters in Seattle.

Mr. Jones was not able to replace the income. He got another job, but the pay was much less than his old salary. Even with Mrs. Jones working they were having trouble making ends meet.

In this situation Sam was able to give the couple \$5,000 in cash to start over with, in exchange for walking away from the property. They had considerable [equity](#) built up in the property, but the Jones' would have ended up with nothing if the foreclosure had gone through.

Sam negotiated a purchase price of \$77,000 and estimated the value to be between \$110,000 and \$115,000. Sam will probably have a total outlay of about \$8,500 in expenses. That leaves Sam a nice profit of about \$25,000.

It was definitely a win-win-win-win situation! It sure makes all of the lead searching worthwhile. I have over 500 leads in the pipeline and it's starting to pay off.

I want to build a steady stream of referral payments. I know the only way to do this is to keep the pipeline full of leads. I can't wait to start searching for more leads!

I also got a call from Brian who said he is meeting with the owner of the ugly property again. Apparently, the owner may be changing his mind. I will keep my fingers crossed.

One of the Attorneys that I talked with last month also called with a lead. The client was preparing to file Bankruptcy, after losing his job a few months ago.

He hoped to get some cash out of his house. I found out bankruptcy does not save your house. It delays the foreclosure process, but if the owner can't make up the mortgage payments, the property will be foreclosed after the bankruptcy is final.

I attended the Wholesaler Investor Club subgroup meeting. It was well attended. The members talked about their various deals and what they should do or should not have done. I even asked a couple of questions at this meeting.

I'm really learning a lot; I feel like its all coming together now!

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Another New Lead Source

I decided to add tax liens to my lead sources. The first place I looked was the Clerk of Courts' Website. I know this website like the back of my hand, since I'm searching for the foreclosure Lis Pendens almost everyday.

I started with the public record search page and checked out the document types to see if the Tax Liens were available.

FS	FINANCIAL STATEMENT
FSA	FINAN STATE AGR
GUARD	GUARDIANSHIP
IC	INDEX CORRECTION
JUDG	JUDGMENT
L	LEASE
LET	LETTERS
LN	LIEN
LP	LIS PENDENS

Figure 51 - Lien Document Type Code

Sure enough the Lien (L) document type was listed just above the Lis Pendens (LP). I decided to search for liens placed during the past two months to see how many there were.

There were 864 records returned, I was very excited. I looked at the first 100 records one by one, but there were no tax liens. There were many homeowner association liens, liens placed by pool companies and other small businesses.

These liens were all small amounts for the most part. I could not imagine a homeowner selling for less than market value over a lien of a few hundred dollars.

I then sorted the records by the Party Name. To my surprise there were no liens under IRS, Internal Revenue Service, or Federal Government like I expected. I thought to myself. "There must have been some federal tax liens filed in the last two months.

I then searched the last three months and got over 1,200 records, but again did not get any Federal or State tax liens. This was very puzzling. I went back to the document type list and took another look.

CODE	RESOLUTION
SAT	SATISFACTION
SI	SEALED ITEM
SKIP	SKIPPED NUMBER
SUB	SUBORDINATION
SUBM	SUBORDINATE MORTGAGE
SUPP	SUPPLEMENTAL
TERM	TERM
TL	TAX LIEN
TR	TRUST
TRD	TRUST W/DOC
WIL	WILL
Y	DELETE
Z	DELETE
ZZ	DELETE

Figure 52 - Tax Lien Document Type Code

I then found my mistake; there was actually a document type code for Tax Liens (TL). I was using the Lien (L) code instead of the Tax Lien (TL) code. I was so anxious to look up the leads, that I did not thoroughly check out all of the document type codes before searching.

Okay, that's another mistake to learn from. I will always make sure that I'm searching for the right document before spending time, in this case over an hour looking at the wrong information.

I then went back to my original strategy and searched for tax liens that were placed during the past two months.

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Party Name	Document Type	File Number	Book/Page
Enter Document Type Code			
TL Search Clear			
Use commas to separate codes for multiple Document Type Searches (eg., MTG,D) Click here Document Type List for valid Document Type Codes.			
Restrict Search by Consideration Amount (optional)			
Numbers, separated by commas (e.g., 500,000) *Results will have a consideration equal to or greater than the amount entered.			
Date Range (mandatory)		Search Options	
From (mm/dd/yyyy) 06/10/2002		Show first 1000 records ▼	
To (mm/dd/yyyy) 08/10/2002		Display 20 ▼ Records Per Page	
[7 days 30 days 90 days]			

Figure 53 - Tax Lien Search Page

This time the results were much more like I expected. There were 808 records returned, and the Party name for most of the records was "United States Internal Revenue."

These are liens the IRS has placed on people's property for not paying their federal income taxes.

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Search Results
(Displaying 41-60 of 808 Records)

* Designates From Party Records In Color: Not Verified Record, Replaced Record, Correction F

▼ Party Name	Date	Type	Book	Page	Legal Des
UNITED STATES INTERNAL REVENUE	07/05/2002	TL	4453	992	
UNITED STATES INTERNAL REVENUE	07/05/2002	TL	4453	991	
UNITED STATES INTERNAL REVENUE	07/05/2002	TL	4453	990	
UNITED STATES INTERNAL REVENUE	06/28/2002	TL	4447	1194	
UNITED STATES INTERNAL REVENUE	06/10/2002	TL	4429	1742	REFILED N
UNITED STATES INTERNAL REVENUE	07/09/2002	TL	4456	943	REFILED 2
UNITED STATES INTERNAL REVENUE	07/02/2002	TL	4450	1885	
UNITED STATES INTERNAL REVENUE	06/13/2002	TL	4434	580	
UNITED STATES INTERNAL REVENUE	07/02/2002	TL	4450	1884	
UNITED STATES INTERNAL REVENUE	06/13/2002	TL	4434	581	
UNITED STATES INTERNAL REVENUE	06/10/2002	TL	4429	1741	REFILED N
UNITED STATES INTERNAL REVENUE	07/02/2002	TL	4450	1883	
UNITED STATES INTERNAL REVENUE	06/19/2002	TL	4439	412	
UNITED STATES INTERNAL REVENUE	06/13/2002	TL	4434	582	
UNITED STATES INTERNAL REVENUE	07/02/2002	TL	4450	1858	REFILED 2
UNITED STATES INTERNAL REVENUE	06/13/2002	TL	4434	583	
UNITED STATES INTERNAL REVENUE	07/02/2002	TL	4450	1857	REFILED 3
UNITED STATES INTERNAL REVENUE	07/02/2002	TL	4450	1856	
UNITED STATES INTERNAL REVENUE	06/13/2002	TL	4433	1189	
UNITED STATES INTERNAL REVENUE	07/02/2002	TL	4450	1855	

Figure 54 - Search Results for Tax Liens

There were a lot of business tax liens mixed in as well, but these were pretty easy to identify. I did not check any liens where the Grantees looked like a business name.

I went through all of the records that looked liked the lien was filed against an individual. I decided to set a minimum dollar amount for the lien before including it as a lead.

If the dollar amount is too low, the owner will not be motivated to sell for less than market value. I'm going to start out with \$7,000 as a minimum. Any lien that is less than this amount will not be included in my leads.

Document Detail	
Type:	TL
File Number	2002891349
Date/Time:	6/10/02 09:29:22
Book Type:	O
Book/Page:	4429/1753
Pages:	1
Consideration:	\$0.00
Legal:	
Grantors:	UNITED STATES INTERNAL REVENUE
Grantees:	----- INC

Figure 55 - Business Tax Lien Record

Barry's Thoughts

Jo is showing some very good resourcefulness. You won't always get the results you want the first time you try something new. Don't give up; there is probably a way to get the information that you need.

The information will not always be available online. In some instances you will have to make a trip to the Courthouse to find the information you need. I know it's a little more trouble, but that's why your information is so valuable.

Be tenacious once you latch on to an idea...



...don't let go until you find out how to make it work.

Barry's Thoughts

There were some State Tax Liens in the search results as well; however, they were all for sales taxes not paid by businesses. These amounts were too small to include as leads.

There are no state or local income taxes in Florida, so I will concentrate on the Federal Tax Liens. Out of the 808 records there were 328 cases. A case contains at least two records. One record is for the IRS and one record for each taxpayer named in the action.

About 167 of the cases were for the IRS and the other 161 cases were for State Tax Liens. Out of the 167 IRS Tax Liens 36 were over \$7,000. One lean was in the amount of \$68,000! It only took me about an hour and a half to go through all 167 IRS cases.

This was two months worth of cases. Going forward I will work the Federal Tax Liens monthly. I should be able to go through a month's worth of cases in less than an hour, and hopefully find 15 to 20 leads each month.

The federal Tax Lien document had everything that I needed to look up the property information on the Property Appraiser and Tax Assessor's websites.

Barry's Thoughts

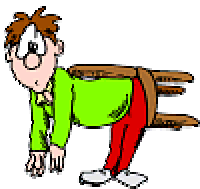
A sample Federal Tax Lien Document is shown in figure 56. It has the taxpayer's name and residence address included. That's everything you need to turn this document into a lead.

As you can see, a Federal Tax Lien can span more than one year. In our example this taxpayer owed for 1992, 1996, 1997, 1998 and 2000 for a total of over \$11,000 in past due taxes. This could very well be a motivated seller.

The IRS always collects what's owed to them in one way or another. A Federal Tax Lien will only go away if the lien is satisfied.

However, many Investors know how to contact the local IRS field office and explain that the property has been sold. If the property has very little equity, then the lien will probably be released. If there is substantial equity, then some negotiation will be necessary.

Your Investor may be able to help a taxpayer...



...out of a pretty sticky situation. So tax liens can be excellent lead sources.

Barry's Thoughts

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1052 Department of the Treasury - Internal Revenue Service
Form 668 (Y)(c)
 (Rev. October 2000)

Notice of Federal Tax Lien

Area: SMALL BUSINESS/SELF EMPLOYED AREA #5
 Lien Unit Phone: (800) 829-3903

Serial Number: 590201754

For Optional Use by Recording Office

As provided by section 6321, 6322, and 6323 of the Internal Revenue Code, we are giving a notice that taxes (including interest and penalties) have been assessed against the following-named taxpayer. We have made a demand for payment of this liability, but it remains unpaid. Therefore, there is a lien in favor of the United States on all property and rights to property belonging to this taxpayer for the amount of these taxes, and additional penalties, interest, and costs that may accrue.

Name of Taxpayer: [REDACTED]

Residence: 2600 PALAZA OVAL
 CANNONBERRY, FL 32707-2934

IMPORTANT RELEASE INFORMATION: For each assessment listed below, unless notice of the lien is withdrawn by the date given in column (e), this notice shall, on the day following such withdrawal, operate as a certificate of release as defined in IRC 6325(a).

Kind of Tax (a)	Tax Period Ending (b)	Identifying Number (c)	Date of Assessment (d)	Last Day for Refiling (e)	Unpaid Balance of Assessment (f)
1040	12/31/1992	[REDACTED]	04/25/1994	05/25/2004	2145.21
1040	12/31/1996	[REDACTED]	06/09/1997	07/09/2007	2365.66
1040	12/31/1997	[REDACTED]	09/17/2001	10/17/2011	798.72
1040	12/31/1998	[REDACTED]	08/20/2001	09/19/2011	388.64
1040	12/31/2000	[REDACTED]	08/20/2001	09/19/2011	6113.17

Place of Filing: CLERK OF CIRCUIT COURT
 SEMINOLE COUNTY
 SANFORD, FL 32772-0659

Total \$ 11811.40

This notice was prepared and signed at Jacksonville, FL, on this, the 31st day of May, 2002.

Signature: [Signature] Title: ACS (800) 829-3903 25-00-0008

(NOTE: Certificate of officer authorized by law to take acknowledgment is not essential to the validity of Notice of Federal Tax Lien. Rev. Rul. 71-466, 1971-2 C.B. 409)

Part 1 - Kept By Recording Office Form 668(Y)(c) (Rev. 10-00) CAT: NO 60025X

Figure 56 - Sample Federal Tax Lien Document

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This Week's Accomplishments

I decided to upgrade my 602 Pro PC Suite Software to 602 Pro PC Suite Software Plus. It was only \$29.95, and in addition to the mail merge function it also includes...

- ✓ A thesaurus
- ✓ Auto hyphenation
- ✓ Web photo album
- ✓ Automatic photo resizing
- ✓ Several other Internet related features

Barry's Thoughts

You can upgrade to the 602 Pro PC Suite Software Plus at the link below. It's completely optional. You can do your direct mailing without the mail merge function, as Jo did earlier. But you will save time using mail merge.

<http://www.rejobber.com/PC602/upgrade.htm>

Barry's Thoughts

My main purpose was to be able to utilize the mail merge function for my landlord direct mailers. The other features may come in handy later on, when I have a website.

Creating the mail merge was easier than I thought

1. I built my mail merge spreadsheet as usual from the landlord leads I found in the Property Appraiser's records.
2. I converted my normal direct mail letter to a mail merge document.
3. I used the mail merge function to create all of my letters!

This was much quicker than typing the address on each letter. I would say it cut my time by at least a third. I may even send out more direct mail pieces in the future.

Number	Street	Location	Greeting	Owner Name	Owner Address	City	State	Zip
4519	Turnic Dr.	Poly Island	Michael	Panagon, Michael	711 Larson Ave	Sunnydale	FL	32999
4806	Turnic Dr.	Poly Island	Alvin	Chavez, Alvin & Ina	2702 Keyway Ave	Wshtenaw	MI	48991
4927	Turnic Dr.	Poly Island	Ronnie	Bolster Ronnie	1907 Sistom Blvd	Harvest	FL	32999
5911	Turnic Dr.	Poly Island	Ronald	Tankston, Ronald & Sarah	6711 Peytomn Pl	Orson	FL	32999
5934	Turnic Dr.	Poly Island	James	Isley, James	1710 Sunrise Dr	Tangelo	FL	34991
5946	Turnic Dr.	Poly Island	Dillard	Christy, Duston & Carolyn	6119 Blanchard Hill Rd	Rubber Town	OH	32808
5947	Turnic Dr.	Poly Island	Mr/s Hettle	Fanner, Gino	1313 W Merle St.	Livingston Park	FL	32899
6000	Turnic Dr.	Poly Island	Pearl	Frazier, Peter	585 Nysaer Way	Orson	FL	32899
6153	Turnic Dr.	Poly Island	Donald	Mays, Donald	4183 Crisom Cir	Orson	FL	32899
803	Crestings St.	Poly Island	Agustin	Vasquez, Fernando	611 Postulatet Dr	Orson	FL	32899
907	Citidel Ave.	Poly Island	Rosa	Arlington, Rose	315 Pennington St	Orson	FL	32899
2301	Citidel Ave.	Poly Island	Marie	Younger, Marie	618 Flagstaff St.	Orlando	FL	32899
2352	Citidel Ave.	Poly Island	Sonia	Freeman Sonia & Freddie	3717 Camillo Way	Summerton	GA	36011

Figure 57 - Sample Mail Merge Log

Barry's Thoughts

Figure 57 shows a portion of Jo's Mail Merge Log. She has recorded all of the information needed to create her letters. Figure 58 shows the mail merge document, and figure 59 shows the finished letter.

The mail merge feature takes the information from the Mail Merge Log and places it where it's required in the finished letter. The << >> fields are replaced with the actual mailing information.

For instance, <<Greeting>> was replaced with the first name from the Greeting field on the Mail Merge Log, which is Michael. As you can see, the other merge << >> fields were also replaced with the corresponding information from the spreadsheet.

Mail merge quickly repeats this process for every record in the spreadsheet. You can create hundreds of letters in a matter of seconds. What a great way to use technology and save time.



Barry's Thoughts

<i>August 12, 2002</i> Dear, <<Greeting>> I live in the Central Florida area and am looking to buy a home. I understand you are the owner of the house located at <<Number>> <<Street>>, in <<Location>> and that you are renting out the property; however, I 'm curious to find out if you might be interested in selling it outright or leasing it with a right to purchase at a future date. Please feel free to contact me by phone or e-mail at your convenience. I look forward to hearing from you soon. Sincerely, Joanne Jobber (407) 625-8247 JoJobber@mail.com Figure 58 - Sample Mail Merge Document	<i>August 12, 2002</i> Dear, Michael I live in the Central Florida area and am looking to buy a home. I understand you are the owner of the house located at 4519 Tunic, in Poly Island and that you are renting out the property; however, I 'm curious to find out if you might be interested in selling it outright or leasing it with a right to purchase at a future date. Please feel free to contact me by phone or e-mail at your convenience. I look forward to hearing from you soon. Sincerely, Joanne Jobber (407) 625-8247 JoJobber@mail.com Figure 59 - Sample Letter from Mail Merge
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Using my new mail merge function I created and mailed 50 more letters to landlords. I received 12 responses from my previous direct mail campaigns. 5 of these contacts were worth including in my Master Lead Log.

I looked up the current minutes from the Code Compliance Meeting. There were 17 code violations. I checked them out during my Saturday drive-bys, and included 8 in my Master lead log. We found 18 other leads during our drive-bys.

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I did not do drive-bys during the week. I spent my lunch hours calling the aged classified ads. For the most part I left messages, but most people called me back in the evenings.

I made 200 calls during the week and over the weekend. When it was all said and done I had found 12 more premium leads, which I will include on my Master Lead Log. I added this week's classified ads to my aging stack.

I spent about a half hour going through a couple of the FSBO websites. I have two leads that I will include from the Internet. These properties have now been listed for a couple of months.

I've almost finished my third month of business. I can't believe it's already been that long. I put a plan together of what I expect to achieve next month. I will use it to measure my progress.

I plan to follow the same basic plan of attack, but I also want to walk through some of the FSBO homes, and get used to looking at properties and talking to the owners.

This will definitely help me get to the next level. I can also write down any questions that I have, and ask them at the Investor Club subgroup meetings. This way I can continue to learn and also add to the group's discussion.

My exercise program is going great. I'm walking a mile and a half at a brisk pace. I'm increasing my barbell weight training, and I've also

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added 2 more abdominal exercises. Exercising makes me feel more confident and energetic all day.

My numbers for the week...

- ✓ 36 tax lien leads
- ✓ 8 code violation leads
- ✓ 18 drive-by leads
- ✓ 24 preforeclosure leads
- ✓ 50 new direct mail letters sent, 5 leads from earlier mailings
- ✓ 200 calls on classified ads, 12 leads
- ✓ 2 leads from FSBO websites
- ✓ 1 lead from attorney
- ✓ 106 total true leads
- ✓ 1 - \$500 referral fee received

Well that's it for this week. Things are really looking up!

JO JOBBER GOALS

Month of September 2002

- 125 Drive Bys FSBO or FRBO
- Direct mail to 200 landlords, 25 leads
- Call 400 classified ads, 40 leads
- Obtain 5 Internet FSBO leads
- Obtain 20 federal Tax Lien leads
- Obtain 200 Pre-foreclosure leads
- Submit 415 leads to investors, with researched information
- Receive at least three referral fees
- Look at 5 properties
- Attend Investor Club meeting
- Attend Wholesaler subgroup meeting
- Attend Newbie subgroup meeting
- Follow up with Attorney contacts
- Order and listen to Napoleon Hill Tapes
- Read Multiple Streams of Income
- Read The Science of Getting Rich
- Read Over the Top
- Exercise 4 days per week for 45 minutes each
- Continue eating a healthy diet
- Loose 5 pounds

Figure 60 - Jo's Goals for the Month

Barry's Thoughts

Jo has really done it all this week. She learned how to find Federal Tax Lien leads. She really went all out for the other resources, all while doing her motivational reading and keeping an exercise program going. And on top of that she made some money.

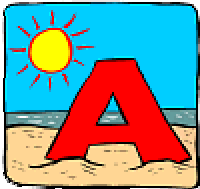
This is the type of effort successful people put forward. You may not think you can do it, but you can. In fact, once things get moving you won't even realize how much you are doing.

That's why it's so important to have your goals written. You want to be able to keep track of what you have done and what you still have to do. You will be surprised at how much you can get done when you are motivated. It actually becomes fun.

It took her a while, but boy did she come through with a dynamite action plan for the next month. Notice how she included all areas of her life in her goals. This is a model that will work well for you. Modify it to meet your needs.

Think of everything that you want to achieve, not just your business goals.

I think Jo has earned an...



... for the week. It's well deserved.

Barry's Thoughts

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WEEK 12

A Bombshell Dropped at Work

It's official the Patient Registration department as we know it will no longer exist in six months. Morton called us all together in the main conference room, so we knew something was wrong.

He announced that patient registration would be merged into the Emergency Room functions in six months. There will only be two of us retained to work from the ER. The ER staff will continue to register emergency patients and will also assist with registering our patients.

The rest of the staff will be free to apply for positions in the other hospitals in the system. The other hospitals are not close to this area at all. The closest hospital is the main facility downtown.

Even though it's only about 15 miles away, the traffic would make it a 45-minute trip each way, every day. If there is an accident it could easily take 90 minutes to get to work. I live only 2 miles from this hospital and can get there in 5 minutes.

The other 10 facilities are spread out all over town anywhere from 20 to 30 miles away. Our hospital is a small community hospital; the other hospitals are larger facilities and I heard the politics are horrible. That would make for a terrible work environment.

Morton already has a job lined up. He will be the new Director of Patient Accounts, and will be in charge of the ER and Patient Registration. It's a promotion for him.

I don't even want to think about transferring to another hospital. I've got to get my business kicked into high gear. I've already almost equaled my hospital monthly salary, with the referral fees I have collected so far.

I don't think I will have any problem achieving at least these results every month, as long as I keep learning and churning out the leads each week. Once I become a full-time Investor I can make my entire hospital salary in one transaction. I've already seen Kathy and Sam do it first hand.

The hospital administration staff clearly has not thought this decision through. So what else is new?

There are several problems that I can see arising from this decision...

This will really slow down the process of registering patients, and the wait times will increase.

The ER waiting room is not big enough to fit the ER patients and our patients.

There are some really sick people coming into the ER, which will make some of our patients uncomfortable.

Some of the ER patients have to wait four or five hours to be seen. Our patients will move through much quicker. The ER patients may become upset at how quickly our patients are moving through.

They won't see it as two separate functions, since they are sharing the same waiting area.

They will save a few dollars in salaries, and free up office space for the Administration, but the patient satisfaction is going to drop considerably. Like so many other companies, the bottom line is all that is being considered.

It's going to be a nightmare for Morton to manage. I'm so happy I got started in the business when I did. I feel much more comfortable about this situation now. A couple of months ago I would have been freaking out!

Well, now I know what I have to do and what my time frame is going to be. I have six months to move into my business full-time. There is no other option.

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Another Referral Fee Earned!

On a more positive note, I earned another referral fee this week! Brian closed on the ugly property that he had been working on. That's another \$500 in my pocket. Wow \$1,500 in one month!

The owner had been renting the property out for a few years, but had one problem after another with tenants in that neighborhood. They wrecked the place and skipped out without paying the rent.

He has not rented the property for about 6 months, and did not bother with maintenance. He just put it in the back of his mind and let it go completely downhill.

Luckily he kept the taxes current, and the neighbors did not bother to report the property to Code Enforcement.

He rejected Brian's first offer of \$42,000. He knows the property is worth about \$80,000 when it's in top shape. Brian estimated rehab costs of \$25,000, and would not budge from the \$42,000 offer.

The Landlord owned the house free and clear (no loans), so after thinking about it for a couple of weeks \$42,000 sounded pretty good. He could quickly get rid of a headache that he had no intention of doing anything with.

Brian's timing just happened to be right. The owner had turned down a couple of better offers, but was at the end of his rope.

The house needed extensive repairs; a new roof, several new windows, new flooring, new wall coverings and much more. However, the structure was sound. True to his word, Brian closed within seven days with all cash.

When I met with Brian he let me in on a few secrets. He can get the rehab done for about \$18,000 and could sell it for at least \$85,000. That's a nice \$25,000 profit, which again is more than my annual salary.

Analyzing the Business

I did not work on any new lead sources this week. With the news from work I decided to concentrate on the structure of my business. I needed to streamline my Investors and get leads to the more productive Investors.

I currently have 24 Investors that I'm providing leads to. I need to trim that number to about 14 or 15. Obviously, I want to continue working with Kathy, Sam and Brian since I've already earned referral fees with them.

I will need to choose about 12 more Investors to keep working with for the next couple of months. I have been following up with all of the Investors at least every other week.

I think seven of them like my leads and are really trying hard, but have not been able to get a workable deal.

I get good feed back from these seven, and will keep them all. The rest of the Investors I don't get much feed back from. I went through my e-mails and ranked them in order of follow up and enthusiasm.

I decided to continue working regularly with 14 of the 24 Investors. I may work with some of the others during some special projects. A couple of them prefer higher priced homes, and a few others prefer really low priced homes. I'm just not running across a lot of good leads for either type of property.

This will allow me to get my leads to the Investors that I think have the best chance of closing deals with the types of properties that I'm finding. I know I will have to narrow the list even further in the future. I will reevaluate these Investors in another month.

Investor	Property Type	Seller Type	Price Range	Area	Notes
Kathy	SFH, Duplexes	All	Less than 250K	North Side	Likes pretty houses
Sam	SFH	Preforeclosure	All	All	Definitely wants leads weekly
Brian	SFH	Ugly	Less than 100K	All	Ugly properties preferred
Pam	SFH	All	All	All	No preference, just likes to flip them quickly
Gina	SFH	All	Less than 100K	South Side	Like rehab projects
Vaughn	SFH	All	Less than 100K	West side	Quick flips
Hector	SFH	Preforeclosure	All	All	Goes to homes personally to talk with owners
Tony	SFH	All	Less than 100K	All	Likes to sell to first time buyers
Melissa	SFH, Duplexes	All	Less than 150K	All	Doesn't mind small apartment buildings
Scott	SFH	All	Less than 75K	Tri-county	Does complete rehabs
Tammy	SFH	All	Less than 100K	East side	Quick flips
Doug	SFH	All	Less than 150K	South Side	Needs less than 60% market price
Jill	SFH	All	Less than 200K	West side	Only buys for 60% or less of market value
Darren	SFH	All	Less than 150K	All	Very enthusiastic

Figure 61 - Jo's Reduced List of Investors

I have to also begin thinking about Mentors. I have the mentoring sessions with the Investor Club, but I want a few personal Mentors. I want to be able to inspect properties with them, sit in while they negotiate the deals and go through the closing process with them.

This is the only way I'm going to learn how to be a successful Investor.

Barry's Thoughts

Jo had to make some tough decisions. She had several Investors who were not productive or responsive. So her best bet is to start sending leads to just those Investors with the best chance of closing her deals.

She will get far better value for her leads this way. Jo took a very logical approach to reducing her Investors. However, doing the Jobber Ratios might have made it a little easier.

She also realizes that she will have to reduce the number further to get the absolute best value out of her leads. From the remaining Investors she will figure out which will make the best mentors.

Since she wants to become a full-time Investor, choosing her mentors will be the most important decision she has to make. Her mentors will help shape her career and give her a big head start on the road...



...to success!

Barry's Thoughts

I spent a lot of time developing a mission statement for my business during the week. I thought hard about what I want my business to accomplish and what I want to do with it. After what seemed like a hundred drafts, here's what I came up with...

"To find quality property leads for my Investors through a variety of sources, which meet their needs. To earn extra income while learning the real estate investment business, and to provide easy property solutions for all of my customers."

This pretty well sums up why I started this business.

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Five Easy Rules

I attended the main Investor club meeting during the week. It was another great meeting full of useful information and again I took lots of notes. I met a few more Investors during the early bird networking session.

I took their business cards but I'm going to stay with the 14 Investors that I chose for right now.

The meeting followed the same format as last month. It felt good to be a member this time. There were several others attending their first meeting. I hope to see them at the Newbie subgroup meeting.

The guest speaker was Desmond Styles who talked about five easy rules Investors should follow to be successful.

1. Do Your Job
2. Listen
3. Be Honest
4. It's the Deal not the Outcome!
5. Don't Let Fear Rule Your Life

He said being an Investor takes a lot of effort. You have to find lots and lots of Motivated Sellers. You have to go look at lots of houses everyday. You have to write a lot of offers.

Most importantly you have to give your best effort all of the time or you will cheat yourself and anyone else involved.

I can certainly relate to this point. It takes a good bit of effort just to come up with leads. I know it will take even more to go out and look at properties, make offers and then sell the property. Even so, I'm truly looking forward to it.

Point two involves listening and paying attention. You have to listen to what the seller is saying, and not think about how much money you stand to make. If it's not a win-win transaction the deal won't work.

You have to ask questions to make sure you are on the same page with the other party. There have been many deals that fell through at the last minute because of a miscommunication. This is a big waste of time and money.

Point three is being truthful. You should never mislead anyone when trying to make a deal. A deal based on dishonesty will always come back to haunt you. Your reputation has to be worth more than a few extra dollars.

Investors who are dishonest will eventually be out of business. It's that simple. No one will do business with a dishonest person, no matter what type of business it is.

That's the ethics message being pounded home again. I'm happy to see that ethics is pushed so hard in the Investment business.

Last month I was wondering if I had been ripped off. But now I see that it just took some time to get my leads through the process. I have three referral fees to show for it.

Point four is that every deal does not have to happen. If it doesn't work for all parties involved then it's not a good deal. Sometimes you just have to walk away if it's not right, regardless of the possible outcome.

If you are attached to the possible outcome you may overlook some very important factors. You may be thinking about the \$30,000 you are going to make, but if you overlook something you could end up losing money.

I will have to try to remember this advice. It must be difficult not to get caught up in the excitement and begin looking forward to making all of that money. I know each lead I come across I find myself thinking ahead to the referral fee.

The fifth rule is to continually conquer your fear. All Investors have fears that pop up at different times. The things that we fear are those things we are least familiar with.

Desmond said to overcome your fear by taking action. Are you afraid to make calls because you might be rejected? Then make 50 additional calls until you are comfortable. Are you afraid to make an offer, because you think it will be flatly rejected? Then make a 100 offers until the fear is gone.

Don't let fear rule your life. Every successful person has had to overcome any number of fears. I'm no different.

I have certainly overcome several fears during the three months I have been jobbing. Desmond was right, I overcame them by taking action. I'm sure there will be a new crop of fears when I become an Investor, but I will overcome them the same way.

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This Week's Accomplishments

When I got home from the meeting I looked up the foreclosure notices that had been recorded at the Clerk of Courts for the day. I found 23 preforeclosure leads for the week.

I continued using my mail merge program and sent out 50 more letters to landlords. I received 15 responses from previous mailings and determined that four of those were good leads.

During lunch and on the weekend I called on 200 more aged classified ads. I got a total of 14 premium leads from these 200 calls.

More big news, Mike has decided to pitch in and help me. He figures two people can find more leads than one. He will be doing drive-bys during his lunch break at work.

He noticed that I stopped doing drive-bys during my lunch and offered to pick up that slack. I can't tell you how glad I was to hear him ask. During Mike's lunch hour and our Saturday drive-bys we found 25 leads, including an ugly property.

With everything going on at work I began thinking about my long-term goals. So far here's what I have...

1. Be able to operate my business full-time in six months
2. Pay off all debt
3. Buy a bigger house
4. Contribute to charity
5. Community service

I still have a long way to go, but it's a start.

I finished reading the "**One Minute Millionaire**". It was a great book. I loved the way it was written and the way the message was delivered. It was a very powerful and unique book.

My exercise program continues to go well. I kept the same routine for this week. Next week I will increase the distance of my morning walk. So far I have not slipped on my diet. It's a small price to pay to get where I want to go. I have lost 16 pounds. It's time to get some new clothes!

My numbers for the week...

- ✓ 25 drive-by leads
- ✓ 23 preforeclosure leads
- ✓ 200 classified ad calls, 14 leads
- ✓ 50 landlord letters mailed, 4 leads
- ✓ Total of 66 true leads
- ✓ 1 referral fee, \$500

I got some important planning done this week, which should benefit my business. The 66 leads were divided up between my 6 best Investors. Hopefully this will bring positive results.

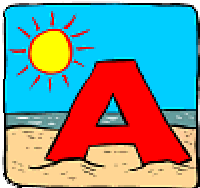
Barry's Thoughts

It was another banner week for Jo. She is just getting better and better. She took a very big step by eliminating almost half of her Investors. She is beginning to get her long-term goals in order.

The news from the hospital has given her a true sense of urgency that had been lacking. She should easily be able to replace her hospital income.

Don't wait for a major life change to have a sense of urgency. Develop it right now. It will give you some extra horsepower to get all of the things done that you need to.

Jo's grade for the week? Why of course it's an



Barry's Thoughts

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WEEK 13

A True Champion

Everyone was still a buzz at work this week. The announcement, even though expected by most of us, was still a shock. A lot of people had no idea what they were going to do. I have a plan and felt at ease.

There was a lot of doomsday talk, but that all ended when Maria walked in. Everyone was so happy to see her, that the news of the department closing was quickly an afterthought.

Maria worked in our department about three years ago. She had just turned 37 and was engaged to be married. One Saturday she was at the hair salon preparing to go to a friend's wedding.

I guess she had been complaining about a bad headache all day, and it intensified at the salon. They decided to take her to the ER to get it checked out. She collapsed unconscious on the way.

I happened to be working that Saturday and was walking over to the ER to drop off some paperwork, when I saw a crowd of people gathered in the back. I walked over and to my shock there was Maria, being feverishly worked on by the doctors.

She had a brain hemorrhage that was causing major swelling to her head. The ER doctors stabilized her as best they could, while they were waiting for the helicopter to take her to our downtown trauma center.

After work we all immediately raced downtown to find out how she was doing. When we arrived she was still in surgery and her family and fiancé were very distraught in the waiting room.

We tried to comfort them as best we could. We assured them that Maria was a very strong person and would come out of the surgery just fine.

The doctors came out and told her family that emergency brain surgery had to be performed to relieve the swelling, but a lot of damage to her brain had already occurred. Maria was on life support and was not expected to make it through the night.

We were all crushed. Tracy is the eternal optimist for our department. She can find the positive side to anything that happens. Even Tracy could not be optimistic saying, "I don't think she's going to make it". To hear Tracy say this made me lose all hope.

We stayed for a couple of hours more and then went home. We all decided to say prayers for her.

The next morning I called the hospital, and to my delight she had made it through the night. She was still on life support, but she survived the night. I met the rest of the gang at the hospital. She was in the Intensive Care Unit and not allowed any visitors.

Her mother had gone into her room during the night and her blood pressure immediately jumped. Even though she was unconscious she was still able to sense the presence of people in her room.

The doctors then told the family that she would not make it through the day. The next day they said she would not make it through the week. Then they said she would not make it through the month.

There was only one problem, they forgot to tell Maria. That was nearly three years ago. She now has a clean bill of health, although her memory is not completely intact. She remembers most of us and usually attends a few of our functions each year. She will not be able to work again, but leads a full life.

She just stopped by to make sure we were all right after the bad news. How about that? With everything she had gone through; months of hospitalization, countless therapy sessions and her life turned completely upside down. She wanted to make sure we were all right.

Maria's story really proves Napoleon Hill's point. "If your mind can conceive it, and you believe it, you can achieve it". There was absolutely no medical reason in the world for Maria to survive.

The doctors were so busy saying she wouldn't make it, they never even thought about **how she could make it**.

We all need to take a lesson from Maria and start believing in ourselves and thinking big. Could Maria have dreamed any bigger? She is a true champion.

Barry's Thoughts

Successful people become more determined than ever when someone tells them they can't do something. People laughed at Henry Ford for years while he worked on that silly thing called an automobile. They just made his resolve stronger than ever.

That's the quality that separates successful people from the underachievers. The underachievers will give up at the first sign of trouble. They believe what their critics say and simply quit.

Success is not always measured in terms of money or stature. I would classify Maria as a success, wouldn't you? It's believing in yourself and doing what it takes to get where you want to go.

You have what it takes to succeed; you just need to learn how to bring it out. Start by actually believing that you can take control of your life; Maria did!

That silly thought you have could be the next revolutionary idea!



Barry's Thoughts

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Moving Forward

Another referral fee for me! Pam was able to close a deal from one of my landlord mailings. The landlord lived out of town and had owned the property for about eight years.

The landlord intended to hang on to the property for a few more years and then retire in it. Failing health caused the landlord to change his plans. He would not be able to move and did not want to deal with the landlording hassles any more.

It is very difficult to manage a property from long distance. You can't routinely drive by and check on it. Collecting rents on time is also more complicated. When tenants leave, you have to make arrangements to travel to the property to clean it up and rent it out.

This landlord did not want to go through the cycle any longer. He accepted Pam's offer of \$67,000, with a fast closing date. Pam estimates the house will sell for \$94,000 after \$3,000 in repair and cleanup. A nice \$24,000 profit for Pam.

The good news for me is this was a premium lead and netted me \$1,000! The referral fees are starting to roll in now. I'm going to keep the pipeline full of leads and make sure the money keeps flowing.

Real Estate Jobbing Volume 3

A Visit to the Courthouse

I decided to work on getting divorce leads this week. Using the Internet, I did some research on the divorce process for my State. The legal term for a divorce is "**Dissolution of Marriage.**"

The distribution of the property must be equitable. The marital property is divided up fairly between the spouses, but not necessarily

equally. The division of property is contained in the Dissolution of Marriage documents.

That's what I'm looking for. The spouse gaining the home may not be able to afford the payments, taxes and upkeep. That's where my Investors may be able to help.

I called the Clerk of Courts and asked if the records were available online. To my surprise I was told they were, under the "Judgment" document type.

GUARD	GUARDIANSHIP
IC	INDEX CORRECTION
JUDG	JUDGMENT
L	LEASE
LET	LETTERS
LN	LIEN
LP	LIS PENDENS
M	MORTGAGE
M-2	SECOND MORTGAGE
M-3	THIRD MORTGAGE
MISC	MISCELLANEOUS

Figure 62 - Judgment Document Type Code JUDG

I ran a search for the last 30 days to see how many records were available. There were over 2,000 search results returned, which is the maximum allowed. I then reran the search for just one week.

There were 726 records returned, a more reasonable number to research. I had to look page-by-page, not quite sure what I was looking for. I sorted by the Legal Description, which gave a little bit of information about each case.

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I saw a lot of criminal judgments, garnishments, and records just called “**Final Judgments**”. Finally, I came across a description labeled, “**Final Dissol**”, which I interpreted as final dissolution.

Under the party heading was “**RE Marriage**,” this sure looked like the divorce records to me.

Search Results
(Displaying 381-400 of 726 Records)

* Designates From Party Records In Color: Not Verified Record, Replaced Record, Correction Record Click Party Name to See Document

Party Name	Date	Type	Book	Page	▲ Legal Description
FEY,LATOYA	08/22/2002	JUDG	4498	795	FINAL COUNT I,II
JACKSON,GLORIA J	08/22/2002	JUDG	4498	795	FINAL COUNT I,II
JACKSON,HERMAN J	08/22/2002	JUDG	4498	795	FINAL COUNT I,II
SCOTT,DOYLE S	08/23/2002	JUDG	4499	763	FINAL DEFAULT
ELLIOTT,DOYLE S	08/23/2002	JUDG	4499	763	FINAL DEFAULT
SCHNORF,JAMES	08/23/2002	JUDG	4499	763	FINAL DEFAULT
COOK,LENNY	08/23/2002	JUDG	4499	1210	FINAL DISSOL
FORD,RUBY	08/23/2002	JUDG	4499	1210	FINAL DISSOL
RE MARRIAGE	08/23/2002	JUDG	4499	1210	FINAL DISSOL
SUMMERFIELD,DANNIE L	08/23/2002	JUDG	4499	1211	FINAL DISSOL
SUMMERFIELD,JACQUELINE M	08/23/2002	JUDG	4499	1211	FINAL DISSOL
RE MARRIAGE	08/23/2002	JUDG	4499	1211	FINAL DISSOL

Figure 63 - Final Judgment Search Results

There were 50 divorces granted in just one week. That number really surprised me and seemed high. That would equate to over 200 divorces in a single month.

There is no way to know how many of these people own homes without looking at the document. So I pulled up the first record. I got a message that said, “**Images for this document are not available on the web**”.

What a bummer. I called the Clerk of Courts and they told me I would have to come in and view the documents on microfiche. I haven’t used microfiche in years!

The clerk told me to get the book and page number (see figure 63) off of the Internet and I could come in and get the documents. I wrote down the information for all 50 cases.

Search Results

File No. -1

File No. +1

Document Detail

Images for this document are not available on the web.

Type: JUDG
File Number 2002928852
Date/Time: 8/23/02 11:36:41
Book Type: O
Book/Page: 4499/1210
Pages: 0
Consideration: \$0.00
Legal: FINAL DISSOL
Grantors: COOK,RUBY
COOK,LENNY
FORD,RUBY
Grantees: RE MARRIAGE

Figure 64 - Divorce Document Detail

The next day during my lunch hour I went to the Clerk of Courts. Actually, I was able to go to a branch office that was near the hospital. I had my list of all 50 book and page numbers.

My first document was in book number 4499 on page 1210. I looked at the labels on the drawers, which contained the microfiche. The highest book number was 3785.

I thought to myself, "Oh great they don't have the microfiche here and I will have to go to the main Courthouse". I decided to just grab a microfiche and get used to looking at them.

I loaded a microfiche into the reader and began looking at the documents. They were mortgages for the most part. I decided to ask an office worker if the books were available before giving up and going to the main Courthouse another day.

I showed my list of book numbers and page numbers to one of the office workers named Norma, and asked for help. She said, "These are more recent cases, and they won't be on microfiche; they are available on the computer."

The office was empty so Norma sat down with me at the computer and showed me how to look up the records. She was very nice and in a matter of minutes I was pulling up my divorce records!

Barry's Thoughts

Often the office workers at the Courthouse can be very helpful. I found that treating them respectfully and having patience paid off. This office also handles traffic tickets and other miscellaneous fines.

As a result, they deal with a lot of rude people during the day, and will be happy to get someone like you who will appreciate their help. However, don't take advantage of them and expect them to do all of your work.

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Learn how to get what you need and then look up the information for yourself. Be sure to thank the workers for their time and offer a big smile. A good attitude...



...will make you a welcome visitor at the Courthouse.

Barry's Thoughts

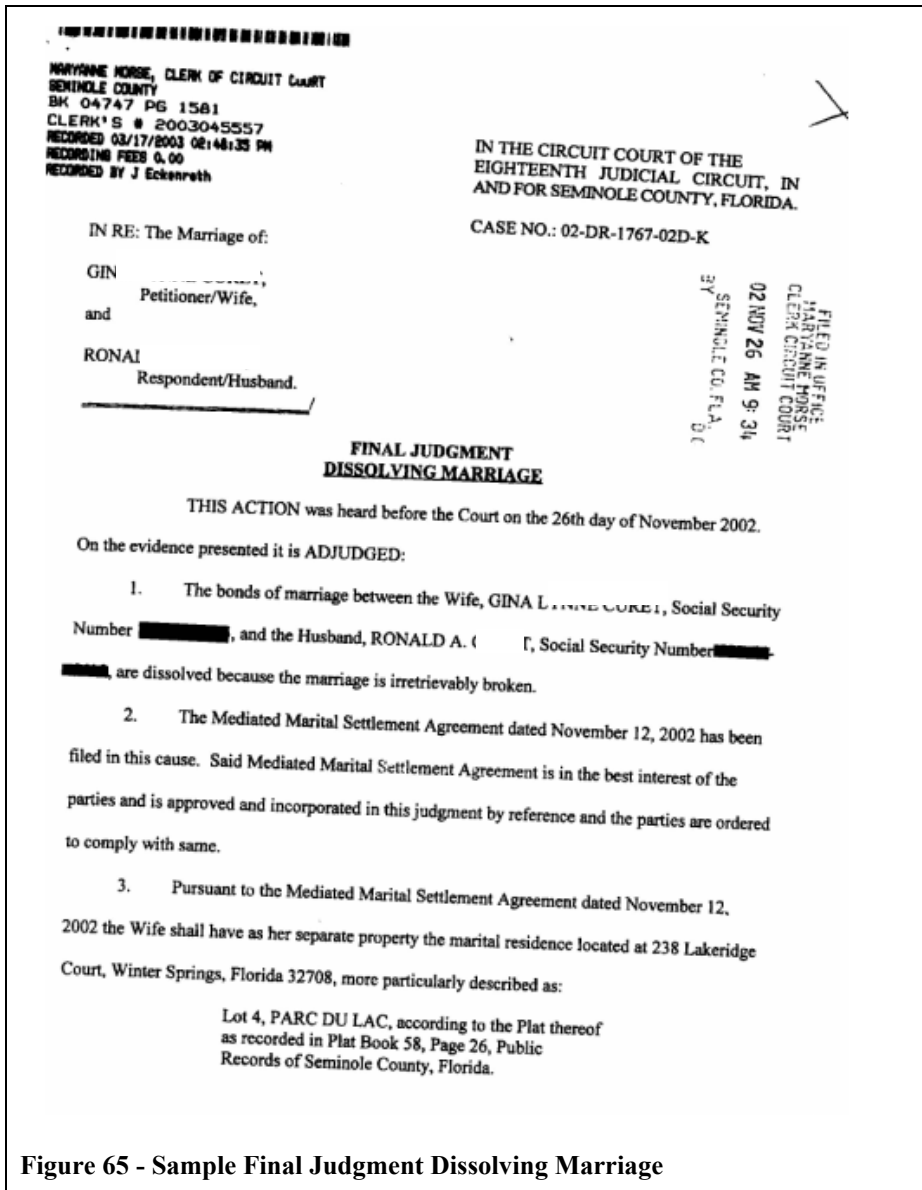


Figure 65 - Sample Final Judgment Dissolving Marriage

These were the divorce documents all right. It's called a "Final Judgment Of Dissolution Of Marriage." It contained the husband and wife's names and the terms of the divorce.

I found the property address and legal description in the document (see figure 65); everything I need to turn this unfortunate situation into a good lead for my Investors.

Many couples did not have marital assets to divide up, so there was no property involved.

Some had a separate agreement to divide up the assets. The agreement had been filed earlier in another book. I had to look those agreements up separately to find out the property information.

There were a few that had an address for both the husband and the wife. I had to look up both addresses and see which was the marital home. One address was usually an apartment.

1. The Wife's name and address shall be Tera L. [REDACTED], 861 Oak Chase Drive, Orlando, Florida; social security number: [REDACTED]; date of birth: [REDACTED]

[REDACTED] The Husband's name and address are: Michael [REDACTED], 6208 Raintree Drive, Orlando, Florida 32822; social security number: [REDACTED]

Figure 66 - Excerpt With Different Addresses For Each Spouse

The Clerk of Courts charges a dollar for printing each page, so I printed out one page as a sample. I wrote down the addresses and legal descriptions for the other cases.

Out of the 50 divorce cases that I found for the week, 18 had houses involved. That's 18 leads for one week's worth of divorces. I will look up the divorce leads weekly.

One day each week I will go to the Clerk of Courts' office and pull the divorce records instead of calling classified ads. I looked up all 50 records in just under an hour. Next time I will be quicker, since I know what I'll be looking for.

Barry's Thoughts

Just as Jo is doing, you will have to adjust your schedule as you go along to be able to maximize your leads. She cut down on drive-bys to call on more classified ads, and now she is giving up a day of calling classified ads to look up divorces.

Organize your time to maximize your productivity. After all...



Barry's Thoughts

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This Week's Accomplishments

I also wrote to some local companies offering my services to employees who have to relocate. I used Monster.com to look up about 40 companies. I know of 10 others who are very large and have multiple locations around the country.

I used the letter from the Getting Started Guide, word for word. So far I got one response from a company through e-mail thanking me for the information. I'm thinking about putting together a brochure for people who have to relocate.

It will contain information on how they can sell their homes quickly, how to pack up a house and a checklist of things to do before moving.

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It can be produced inexpensively using my word processing program and a few can be sent to each company.

Of course, my business information will also be included. Maybe I can partner with a local moving company and produce a slicker brochure.

I will have to take some time to research and develop this idea when I take the next step.

Barry's Thoughts

Creativity is what will separate you from the pack. Think creatively to come up with new ways to generate leads and make yourself stand out. Jo has a good idea that can make her service even more valuable.

Don't be afraid to try new approaches. Don't be afraid to mix a couple of different approaches together. If you come up with an inexpensive idea go ahead and give it a try.

If your idea doesn't work the first time, then figure out why and make the necessary changes. Experimenting with new ideas can get you paid!



Barry's Thoughts

Mike again did drive-bys during his lunch hour and found 11 leads. We also did our family drive-by on Saturday and found 14 more leads, including 3 ugly homes. We stopped at two FSBO open houses during our Saturday drive-bys.

I walked through the properties with the owner, and asked some of the questions I learned from the Investment Club meetings. Both owners were very nice and showed me through the house.

The houses were much nicer than ours, but I was only concerned with learning and getting used to dealing with home sellers. I was not the least bit nervous; the owners had no way to know I was an Investor.

I took an information sheet from the owners and thanked them for their time. When I got home I looked up both properties online and their asking price was at least \$10,000 too high.

The homes had only been on the market a couple of weeks so there was not much motivation yet. I think I will begin following up on some of my older drive-bys that did not produce any results.

If the owners were unable to sell, they will definitely be more motivated and this now becomes a premium lead for me. I will follow up weekly on the drive-by leads that are one to two months old.

This strategy is similar to the aged classifieds. Some of the drive-by leads went to Investors that I no longer work with, so maybe a different person approaching the owners will make a difference. It's worth a try.

I continued with my 10-step approach to finding preforeclosure leads. I found 29 leads for the week.

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I mailed 50 letters to landlords again. I was happy to do so, since my referral fee this week came from a landlord direct mail lead. I had 7 contacts from previous mailings that I included in my Master Lead Log.

I called on 200 aged classified ads during my lunch hour and over the weekend. I got a total of 10 leads from these phone calls. I added my Sunday classified and weekly classified papers to my aging stack.

I did not get a chance to do any reading this week, but I ordered Napoleon Hill's "**Your Right to be Rich**" audio tapes. The set includes eight tapes of his actual lectures, back in 1952. This should be a really good product.

I stuck to my diet and exercise program. I increased my walking distance to 2 miles, and added a few more weight-training exercises to my workout. I'm really feeling good about myself!

My numbers for the week...

- ✓ 18 Divorce leads
- ✓ 29 preforeclosure leads
- ✓ 25 drive-by leads
- ✓ 200 calls to aged classifieds, 7 leads
- ✓ 50 landlord letters mailed, 10 leads
- ✓ 89 total true leads for the week
- ✓ 1 referral fee, \$1,000

Barry's Thoughts

Jo has started using yet another lead source. The divorce leads took a little more effort, since she had to go to the Courthouse to get the documents. You will probably face the same situation.

Not every document will be available online. That's why it's a good idea to visit the Courthouse early while you're learning. Jo could have saved herself some time had she known just to go to the Courthouse in the first place.

The Internet sure has made researching easier. The down side is it causes you to get a little spoiled. Actually going to Courthouse will put you well ahead of a lot of Investors who won't take the time to do so. That just means more leads for you!

There is no doubt that Jo is doing it all. She is using a variety of lead sources, working on her business every day and getting paid. She should also spend some time getting her long-term goals committed to paper. But she still has earned an...



...for the week.

Barry's Thoughts

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WEEK 14

The Bottom Line

I think everyone at work is beginning to accept the fact that our department is going away. A few people have already started looking for other jobs, but times are tough right now.

It took Val several weeks to land another job, and it was for a lot less money than she was used to. Job-hunting is never fun, especially when you are under heavy financial pressure.

Julie was telling me about what her husband had just gone through at his job. Julie works in the lab as a technician. Her husband Randy works for PharmX, a large pharmacy chain.

He was a store manager and earned good money between his salary and the bonuses he earned for exceeding the store's sales goals.

PharmX recently built a new store only a few miles away from his current store. Their main competitor had also just built a new store in the same area, and PharmX was trying to keep pace. Predictably, sales dropped at Randy's store, as some of his customers went down the street to the new PharmX store.

Randy was then given the responsibility for another PharmX store whose manager had quit. This store was located across town, in a less than desirable area. Sales at the other store never approached the goals that were set.

The District Manager assured Randy that this was only temporary, until they found a new Manager. He was told the other store “basically runs its self” and it would not take up much of his time.

Three weeks later the District Manager called Randy and told him the change would be permanent, and that Managers are now expected to manage multiple stores to help control costs. Of course, there would be no pay increase.

Randy was not happy but accepted the situation. He was spending more and more time at the other store because it was such a mess. Apparently, it did not run its self.

Neither store was reaching their goals. His original store lost a lot of business to the new store, and the second store was just in a bad part of town. This situation caused Randy to lose out on the bonus payments.

He was now working more hours and earning less money. In addition, they decided that management would have to go in at 5:30 am on some mornings and help unload delivery trucks. The Company did not want to pay overtime to its clerical staff.

This was the straw that broke the camel’s back (Randy’s back was also sore from unloading trucks☺). At this point Randy began looking for another job.

His District Manager called him yet again and wanted to know why sales had fallen off so much. He expected Randy to put an action plan together to immediately improve sales.

By this time Randy was able to land a job with the competing store across the street. Randy had been with the company for 4 years and ran a profitable store before all of the changes. The pharmacy also lost a key employee to the competition because their only concern was the bottom line.

It was not Randy's decision to build a new store so close to his successful store. It was not Randy's decision to spread the management staff so thin. Yet, they expected him to be responsible for the problems that were created.

Too many companies have that attitude these days. The top management makes terrible decisions and the rank and file has to pay for them. It's hardly ever the top management that gets laid off.

That's another reason I'm so happy to be building my own company. I will benefit from the great decisions that I make, and when I make a mistake I'm the only one who will pay for it. That's the way it should be.

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The Referral Fees Keep Coming!

I earned two referral fees this week! Kathy was able to close on one of my aged classified leads from a few weeks ago. Vaughn was able to purchase one of my drive-by leads submitted several weeks ago.

My check was for \$1,000 from Kathy and \$500 from Vaughn. That's \$1,500 in one week! I had just about equaled my take home pay for the entire month.

The owner of the classified ad had been transferred to a new job in Detroit. He was only a week away from his move date and had not been able to sell the house.

Kathy had talked with him a couple of weeks ago, but he would not accept her offer of \$72,000 for the house. Similar homes had sold for \$96,000 in the neighborhood.

But the prospect of making two loan payments and trying to sell the house from 1,200 miles away was just too much. He called Kathy and accepted her offer. He could now concentrate on moving and starting his new life in Michigan.

The house was in pretty good condition needing just a paint job and some minor landscaping to bring it up to snuff. Kathy estimated that no more than \$2,000 would be needed to accomplish this. She should be able to sell it easily for \$100,000. Kathy will profit at least \$26,000 on this deal.

Vaughn's seller was in a similar situation. They were having a larger house built, and the construction was nearing completion. They had several people walk through, but received very few offers.

The house needed a good cleaning and yard work. Again, it would not take a lot of money to get it in shape, but the couple did not want to invest anymore time or money in the house. They had enough expenses with their new house.

Vaughn's \$68,000 offer was accepted just before their new house was completed. The couple did not make a lot of money on the transaction. But they were happy to get rid of the property and move into their new house, without the worry of dealing with two houses.

That house had a fair market value of \$88,000, so Vaughn would probably profit at least \$18,000 on this transaction. Not bad for a few days of work on his part.

I'm happy with my \$1,500 and the fact that I know I will be making the big bucks in due time. I'm starting to prove the value of my leads, and will look at changing my fee structure in a couple of weeks.

I've already had a couple of other Investors inquire about my services, but I'm going to stick with the Investors I have at this point. I also plan to narrow my current number of Investors in a couple of weeks to six or seven.

Real Estate Jobbing Volume 3

Looking for More Motivated Landlords

I attended the Newbie subgroup meeting of the Investment Club. The topic was finding Motivated Sellers. I felt like an expert at this meeting. I actually answered some questions and gave some advice to the new Investors.

Several people asked me for my business card. The meeting leaders were impressed as well. I made a few new contacts and went away feeling pretty good about myself.

I worked on adding evictions to my lead sources during the week. I remember seeing what looked like evictions, while looking through the judgments for my divorce leads.

I did some research on the eviction process for my state. It's basically an 8-step process...

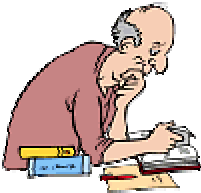
1. The landlord gives the tenant a three-day notice to pay rent or vacate the premises.
2. The landlord files an eviction complaint with the Clerk of Courts.
3. The Judge has the County Sheriff serve the tenant with the Eviction Complaint. The tenant has five days to answer.
4. If the tenant answers in five days and deposits the full amount of rent due with the court, the landlord can schedule a hearing with the Clerk of Courts to get the money.
5. If the tenant answers but does not deposit the full amount due with the Clerk of Courts, then the landlord files a Proceed to Judgment with the Clerk of Courts.

6. The Judge enters a final judgment for Past Due Rents in favor of the landlord.
7. If the tenant does not deposit the full amount of rent due with the Clerk of Courts, the landlord files a Motion for Immediate Default.
8. The Judge enters a Default for Past Due Rents in favor of the landlord and the tenant is evicted.

It seems like a long and expensive process. I can see why landlords are so particular about who they rent to.

Barry's Thoughts

Always do your research when adding new lead sources, which involve legal processes. The laws for your state will vary, so make sure you study them.



Barry's Thoughts

I went back to my favorite website and searched through the judgments from last week looking for anything that looked like an eviction. There were 1,167 judgment records for the week.

After looking through the judgment records for about five minutes, I came across a description that read, " **Removal Tenant Count 1.**" There were six cases that had this description. It sure sounded like an eviction to me.

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When I examined the six records they were indeed eviction judgments, but they were all for apartment complexes. Not one single eviction judgment was for a homeowner landlord.

Search Results
(Displaying 1081-1100 of 1167 Records)

* Designates From Party Records In Color: Not Verified Record, Replaced Record, Correction Record Click Party Name to See

Party Name	Date	Type	Book	Page	Legal Description
CENTRAL MOTORS ACCEPTANCE CORP	09/05/2002	JUDG	4509	1821	RE REC CC FINAL DEFAULT
DA	09/05/2002	JUDG	4510	324	RE REC CC FINAL DISSOL
	09/05/2002	JUDG	4510	324	RE REC CC FINAL DISSOL
MARIAM A	09/04/2002	JUDG	4508	1642	RE REC CC FINAL EXECUTION WITHHELD
RESS TRAVEL RELATED SERVICES INC	09/04/2002	JUDG	4508	1642	RE REC CC FINAL EXECUTION WITHHELD
SA J	09/05/2002	JUDG	4509	1761	RE REC CC FINAL SUM
DIS K	09/05/2002	JUDG	4509	1761	RE REC CC FINAL SUM
WU INSURANCE CO	09/05/2002	JUDG	4509	1761	RE REC CC FINAL SUM
IAN	09/05/2002	JUDG	4509	1279	REMOVAL TENANT COUNT I
E APARTMENTS	09/05/2002	JUDG	4509	1279	REMOVAL TENANT COUNT I
ERTIES II L P	09/05/2002	JUDG	4509	1279	REMOVAL TENANT COUNT I
NA	09/07/2002	JUDG	4512	1064	REMOVAL TENANT COUNT I
I APARTMENTS	09/07/2002	JUDG	4512	1064	REMOVAL TENANT COUNT I
II L P	09/07/2002	JUDG	4512	1065	REMOVAL TENANT COUNT I
O CAPITAL EQUITY PARTNERS	09/07/2002	JUDG	4512	1064	REMOVAL TENANT COUNT I
THY	09/07/2002	JUDG	4512	1065	REMOVAL TENANT COUNT I
INA	09/07/2002	JUDG	4512	1065	REMOVAL TENANT COUNT I
SUN LAKE APARTMENTS	09/07/2002	JUDG	4512	1065	REMOVAL TENANT COUNT I

Figure 67 - Jo's Eviction Search Results

I searched two other weeks and got similar results. I probably won't spend a lot of time searching for eviction judgments. Most eviction judgments will probably be for apartment buildings.

I will stick with my direct mailing to landlords, and follow up with them every three to four months. This would seem to be the most effective way for me to tap into the disgruntled landlord lead source.

Barry's Thoughts

It's important to realize that not every lead source will work in all cases. You must be able to figure which leads provide the best chance to pan out into referral fees.

I encourage investigating all of the lead sources, but using only those that give you the most bang for your buck.



Barry's Thoughts

8
Seminole County Clerk of Circuit Court

Plaintiff, CASE NO: 03-CC-682-21-Z

Vs. FILED IN 03-11-24
RECEIVED IN 03-11-24
CLERK OF CIRCUIT COURT
SEMINOLE CO. FLA.

AMANT
AND ANY AND ALL OTHER OCCUPANTS

Defendant(s)

FINAL JUDGMENT

IT IS ORDERED and ADJUDGED that the Plaintiff recover forthwith from the Defendant(s) possession of the real property described as follows:

650 Sandpiper Lane
Casselberry, Florida 32707

for which let Writs of Possession and execution issue, instanter, said Writ of Possession to provide for the removal of both persons and their possessions from the above described property.

The Court reserves jurisdiction on all issues in Count II of Complaint.

DONE and ORDERED at Sanford, Seminole County, Florida this 13 day of March, 2003.

Bravo
County Judge

Copies furnished to:

Bill McCabe, Esquire
1450 State Road 434, West, Suite 200
Longwood, Florida 32750

Defendant(s)
above address:

MARYANNE MORSE, CLERK OF CIRCUIT COURT
CLERK OF SEMINOLE COUNTY
BK 04747 PG 1760
FILE NUM 2003045589
RECORDED 03/17/2003 03:00:01 PM
RECORDING FEES 0.00
RECORDED BY J Eckenroth

This is not a Certified copy

03/16

Figure 68 - Sample Eviction Final Judgment

This Week's Accomplishments

I called the bankruptcy and divorce attorneys that I sent letters to several weeks back. They all still had my card but did not have any clients in need of my services at this time.

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I looked up the divorce judgments online and wrote down the book and page numbers over the weekend. I decided to make Mondays my day to go to the Clerk of Courts to get the rest of the information for the divorce records.

The office workers remembered me from last week and were very pleasant. I was able to go and find everything I needed in about 45 minutes. There were 42 divorce judgments during the week and 12 involved properties.

We did our drive-by routine on Saturday and stopped in on 3 properties to take a look around and ask the Sellers questions. We found a total of 21 drive-by leads, including those that Mike came across during the week.

The drive-bys are not panning out for the amount of time that we are putting in. I think going forward we will not submit the drive-by leads each week. We'll keep the drive-by logs and age them like the classified ads.

Then after a month I will follow up with the sellers myself and see if they are motivated. This way I won't use the time to look up the property information on each drive-by. Drive-bys will become another premium lead source.

I used my 10-step process to identify 33 preforeclosures during the week. I have three Investors trying to close deals on my current preforeclosure leads. The preforeclosures are a very good lead source.

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I will have to start thinking about looking for preforeclosures in the other two counties as well.

I mailed my normal 50 letters to landlords. I received 22 responses from previous mailings, with 8 of them turning out to be good leads.

I called 200 aged classifieds during the week and over the weekend and 13 of those turned out to be good leads. I will have to cut back on the classified calls, since I'm now spending one day a week in the Clerk of Courts' office.

Going forward I will shoot for 150 aged classified calls each week.

I began listening to my Napoleon Hill tapes and they are really inspiring. He was truly a man ahead of his time. He talked about things back in the 1950's that are current topics today. Especially involving health and nutrition.

My exercise program is going great. I now get up at 6:00 am without a problem. I'm always thinking of ways to improve my business during my routine.

My diet is also still on track. I'm eating very nutritiously and am down two whole sizes. I continue to drink almost a gallon of water each day and take a multivitamin. I have now lost 21 pounds!

My numbers for the week...

- ✓ 21 drive-by leads
- ✓ 33 preforeclosure leads

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- ✓ 200 classified ad calls, 13 leads
- ✓ 12 divorce leads
- ✓ 50 landlord direct mail letters, 8 leads
- ✓ 0 eviction leads
- ✓ 87 total true leads
- ✓ 2 referral fees, \$1,500

That's it for the week.

Barry's Thoughts

I think Jo is getting the hang of this jobbing thing.☺ She continues to fine-tune her business to be as efficient as possible. She is managing her time very well and is on target to hit her goals for the month.

She will know that she's making progress when she sees her goals being met. She still has to get her long-term goals written down, but she's starting to get the idea of how important planning is.

We have to give her an...



...for the week.

Barry's Thoughts

Real Estate Jobbing Volume 3

WEEK 15

Those Principals Really Work!

I got a chance to practice some of the principals that I've been reading about. I had to deal with an irate doctor on Friday. I have dealt with these situations before, and I usually ended up getting very upset.

This time I was determined to keep my cool throughout the situation. Dr. Benker was on call and I had to contact him about a patient. He was extremely upset that I had bothered him.

I calmly explained that he was the scheduled on-call physician and I was following hospital policy. He continued to get upset and told me he was too busy to talk to me about this patient.

I remained calm and explained that I was looking out for the patient's best interest. I again asked what his instructions were. I never raised my voice or even seemed frustrated.

The calmer I stayed the madder he got. He demanded to know who my supervisor was. I gave him Morton's name and phone number in the same even-toned voice.

He went on to say that he was going to stop sending his patients to the hospital. I re-explained the hospital policy and assured him I was just trying to get the patient taken care of.

He began to calm down and asked me to repeat the patient's complaints. I went over the complaints again and asked, "What are your orders for this patient?"

This time he gave me instructions on what to do for the patient, and said he would fax me the orders in writing. He then actually apologized for his earlier behavior.

That's the first time a doctor has ever apologized to me! Just like Napoleon Hill said on one of his audiotapes, the doctor finally ran out of things to be mad about. I let him blow off some steam and eventually he must have realized how foolish a one sided argument must have sounded.

I didn't get the least bit upset during the call. Actually, I thought it was kind of funny how upset he got for having to do his job. I just stayed cool and professional and everything worked out just fine.

I'm sure I will have to deal with all types of Motivated Sellers, real estate agents and a number of other people who will get upset for one thing or another.

My best defense is to know my stuff and stay calm. I've seen it work first hand.

Real Estate Jobbing Volume 3

Another Ugly Property Pays Off

I got my seventh referral fee payment during the week! Another one of my ugly house leads paid off. Brian finally tracked down the owner of a home that had suffered fire damage several years ago.

Over the years the property had almost completely fallen apart from the elements and general neglect. The owner actually lived in Jamaica and owned the property free and clear from an inheritance.

The house was not in the best area of town; it was a two-bedroom 1 bath rather small property. Brian estimated he could sell the house for about \$58,000. He paid the owner \$15,000 and would have to put in another \$15,000 to rehab it.

His detective worked paid off to the tune of \$28,000. I have come across several ugly houses during my drive-bys. Brian has paid me \$140 total for the 14 ugly home pictures I provided, and of course, two of those leads have earned me another \$1,000.

I definitely hope Brian will be one of my mentors. I remember the night I met him in the coffee shop. He indicated that he would be willing to help me learn the business. I have to start thinking about which Investors will make the best mentors.

Real Estate Jobbing Volume 3

"I Guess My Lead Sources are Finally Set"

I decided to add probate cases to my lead sources. I did some research on the Probate process in my state, and determined there are three

pieces of information that offer the best chance of finding Motivated Sellers.

1. Finding the heirs named in the last will and testimony.
2. Finding out who the Personal Representative for the estate is.
3. Finding out the Summary Administration information for the estate.

I went to my favorite website, the Clerk of Courts to search the public records. I checked the record type documents and found a “PRB” code for probate cases. Looks like what I need!

PR	PARTIAL RELEASE
PRB	PROBATE
QCD	QUIT CLAIM DEED
R	RELEASE
REST	RESTRICTIONS
RSL	RESOLUTION
SAT	SATISFACTION
SI	SEALED ITEM
SKIP	SKIPPED NUMBER
SUB	SUBORDINATION
SUBM	SUBORDINATE MORTGAGE
SUPP	SUPPLEMENTAL
TERM	TERM
TL	TAX LIEN

Figure 69 - Probate Property Type Code

I did a search of last week’s records to see how many were available. To my surprise no records came up. I then tried a 90-day search and again no records were available.

The next day I called the Clerk of Courts who gave me the Probate Officer’s phone number. I found out the Probate records were only available at the main Courthouse.

Friday I took a half-day of vacation and went down to the probate office at the main Courthouse. I was then told to go to the land records room to search for what I needed.

I started my search by using the "PRB" record type code on the Courthouse computer. But again there were no records returned for the past month. This time I did not hesitate asking one of the office workers for help.

Again, the workers were extremely nice and helpful. She told me the probate records were no longer recorded with the record type code PRB. I had to search by Party Name, using the following description, "RE PROBATE". This is how all of the probate cases are now recorded.

I would have never figured that out on my own. When I searched using this approach it worked like a charm. There were 656 records returned.

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Party Name	Document Type	File Number	Book/Page
Enter Party Name			
RE PROBATE Search Clear			
Last-Name, First-Name (e.g., Smith, Al), Company Name (e.g., Gulf Utility) Use no commas when entering Company Names. Use a comma and no spaces between the Last-Name and First-Name.			
Restrict Search by Document Type Code (optional)			
Use commas to separate codes for multiple Document Type Searches (eg., MTG,D) Click here Document Type List for valid Document Type Codes.			
Date Range (optional)		Search Options	
From (mm/dd/yyyy)	08/07/2002	Show first 500 records ▼	
To (mm/dd/yyyy)	09/07/2002	Display 20 ▼ Records Per Page	
[7 days 30 days 90 days]			

Figure 70 - Probate Record Search

There were numerous types of documents including last will and testimonies, administration letters, death certificates, personal representation letters and several others.

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Search Results
(Displaying 41-60 of 656 Records)

* Designates From Party Records In Color: Not Verified Record, Replaced Record, Correction Record Click Party Name to See Docs

Party Name	Date	Type	Book	Page	Legal Description
RE PROBATE	08/08/2002	PET	4485	431	ADMIN
RE PROBATE	08/08/2002	CER	4485	433	CC DEATH
RE PROBATE	08/08/2002	O	4485	434	APPOINT PER REP
RE PROBATE	08/08/2002	OAT	4485	435	PER REP
RE PROBATE	08/08/2002	LET	4485	436	ADMIN
RE PROBATE	08/08/2002	O	4485	489	APPOINT PER REP
RE PROBATE	08/08/2002	OAT	4485	490	PER REP
RE PROBATE	08/08/2002	LET	4485	491	ADMIN
RE PROBATE	08/08/2002	PET	4485	492	ADMIN
RE PROBATE	08/08/2002	CER	4485	495	CC DEATH
RE PROBATE	08/08/2002	WIL	4485	496	LAST WILL & TESTAMENT
RE PROBATE	08/08/2002	O	4485	499	ADMIT WILL TO PROBATE & APPOINT PER REP
RE PROBATE	08/08/2002	OAT	4485	500	PER REP
RE PROBATE	08/08/2002	LET	4485	501	ADMIN
RE PROBATE	08/08/2002	PET	4485	502	SUM ADMIN
RE PROBATE	08/08/2002	WIL	4485	506	LAST WILL & TESTAMENT
RE PROBATE	08/08/2002	PET	4485	471	ADMIN
RE PROBATE	08/08/2002	CER	4485	474	CC DEATH
RE PROBATE	08/08/2002	WIL	4485	475	LAST WILL & TESTAMENT

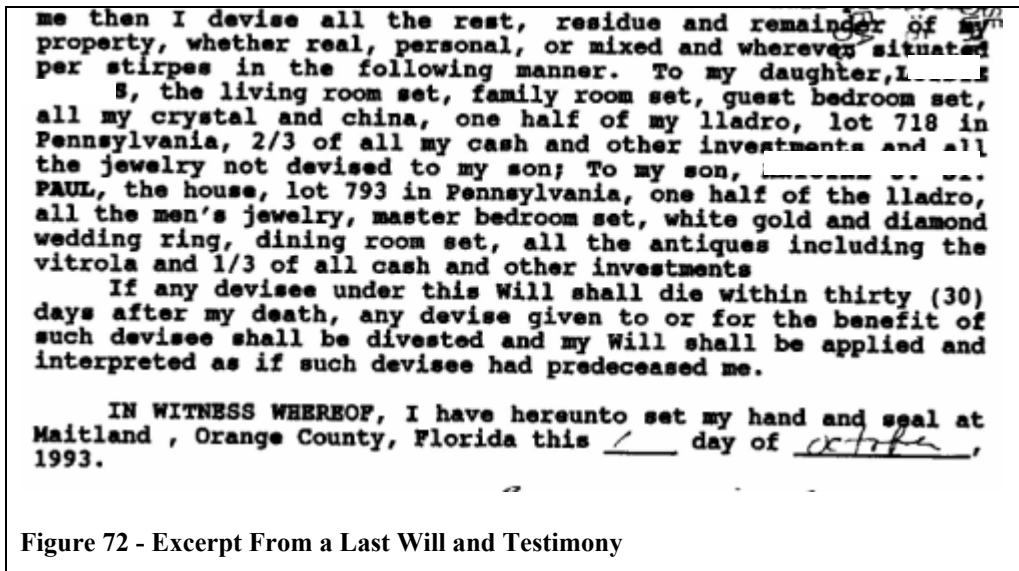
Figure 71 - Probate Records Search Results

I looked at just the documents that I identified in my research, which might help identify Motivated Sellers. I looked at the last wills, petition for summary administration and letters of administration.

The last will and testimony explained how the decedent's (deceased) assets were to be distributed. I quickly looked for those involving property. I felt kind of like a vulture, but I remembered the heirs might need the help of an Investor to quickly deal with an unwanted property.

The heirs were listed along with how the assets were to be divided. It did not always include the location of the heirs. Sometimes just a city was mentioned and sometimes there was no location mentioned at all.

The legal description of the property was included. My Investors will have to do some detective work with these leads.



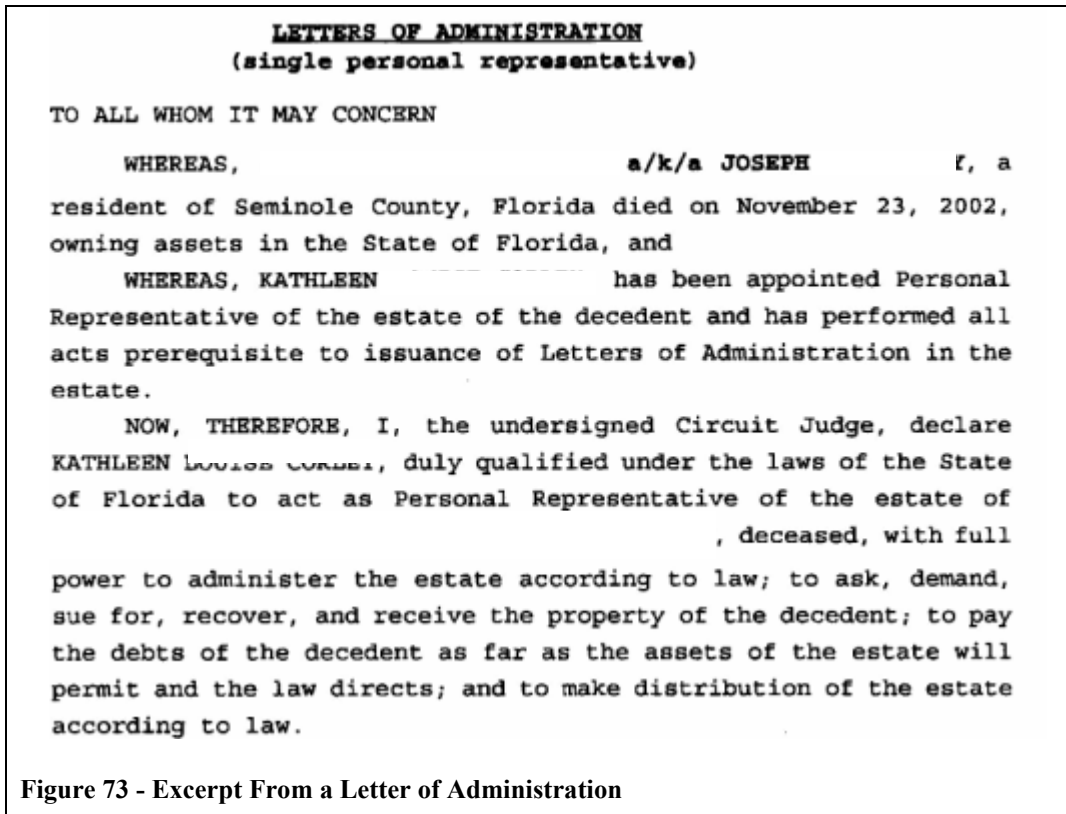
Letters of Administration named the legal Personal Representative for the estate. The Personal Representative is responsible for administering the estate of the deceased.

The Personal Representative will arrange for payment of all debts owed by the deceased including taxes, funeral expenses and the like. The remainder of the estate is then distributed to the persons entitled to it, by the Personal Representative.

In order to raise cash to pay debts and expenses, the Personal Representative may be required to sell off some of the assets of the estate. This is where the estate becomes a possible motivated seller.

Real estate property will probably be the estate's best source of raising a lot of money. I'm sure there will be instances when a home will have to be sold in a hurry at a discount to raise money quickly.

The Investors will still have to track down the Personal Representatives to make an offer on the property.



I also looked at the Petition for Summary Administration documents.

Summary administration is a quicker and less formal probate process available when the value of the entire estate does not exceed \$75,000. This process can quickly distribute all of the assets of estate to the person named by the court.

This person is usually a relative and quite often may live out of town, making them another possible Motivated Seller. The document contains the distribution of asset information and sometimes includes contact information for the heirs.

PETITION FOR SUMMARY ADMINISTRATION
(Intestate)

Petitioner alleges:

1. Petitioner has an interest in the above estate as the sole heir of the decedent. Petitioner's name and address are set forth in paragraph 3 and the name and office address of his attorney are set forth at the end of this Petition.

2. Decedent, **BEATRICE** : _____, whose last known address was 1515 Maple Street, Augusta, Georgia and, if known, whose age was 65 and whose social security number is [REDACTED] died on November 19, 1972, at _____, _____ County, Augusta Georgia, and on the date of death, decedent was domiciled in Richmond County, Georgia.

3. So far as is known, the names of the heirs of this estate and of decedent's surviving spouse, if any, their addresses and relationships to decedent, and the dates of birth of any who are minors, are:

<u>NAME/ADDRESS</u>	<u>RELATIONSHIP</u>	<u>BIRTH DATE</u> <u>(If Minor)</u>
LEI Post Office Box 861 12	Son	Sui juris

Decedent died an unmarried widow.

7. The following is a complete list of the assets in this estate and their estimated values, together with those assets claimed to be exempt:

Lots 14 and 15, Block A, LINCOLN PARK,
according to the Plat thereof, recorded in
Plat Book 7, Page 93, of the Public Records of
Seminole County, Florida

Value: \$28,000.00

Figure 74 - Excerpts From a Petition for Summary Administration

I spent about two hours researching the records and came up with eight leads that I thought would be worthwhile.

I will submit these eight leads, but probably will not research any more probate cases at this point for a couple of reasons.

1. I can't take a half-day off of work to go to the main Courthouse each month.
2. Most of the leads will take quite a bit of detective work.

I may come back to the probate cases when I am able to work my Jobber business full time. For now, I'm going to concentrate on perfecting my current lead sources. So I guess my lead sources are finally set, for now!

Real Estate Jobbing Volume 3

Wholesaling for Profit

I attended a mentoring session at one of my favorite restaurants. The topic this month was, "Wholesaling for profit". The speaker has over five years of investing experience and has done quick flips on more than 100 properties.

Wholesaling really sounds like the next step I should take in my Real Estate Investing Career. When I find a good lead, instead of sending the lead to an Investor I would negotiate a price and have the seller sign my purchase contract.

I have to give the seller an [earnest money](#) deposit. The speaker said some of his deals were done with as little as \$10 in earnest money, but that was not the norm.

After the purchase contract is signed I would sell the contract to another Investor for a negotiated price. Our speaker had made over \$15,000 on a single wholesale deal.

There is still a lot involved including negotiating a profitable price, analyzing the property and actually wholesaling the deal to another Investor. I hope to gain these skills working with my mentors.

I attended the Wholesaler subgroup meeting later in the week. There were about 25 people there. Pending deals were analyzed and advice given on various topics. I can't wait to start submitting some deals for the group to analyze.

Real Estate Jobbing Volume 3

This Week's Accomplishments

I looked up the federal tax liens for the month. I found 17 cases that I could use for leads. The tax liens have been really popular with the Investors, because they don't get a lot of these types of leads.

We continued our drive-by schedule. Mike did the drive-bys during the week and we explored another area of town during the weekend. I also walked through two more open house FSBO properties.

We found 28 more drive-by leads; however, I did not include them in the Master Lead Log. I called some of the drive-by leads from 2 months ago and found 5 sellers that indicated some flexibility when I called. Mike also found 1 vacant property. I will include these 6 as leads.

I did my usual preforeclosure research. I found 26 new listings that will be included with my leads.

I spent four lunch hours and some of the weekend calling 150 aged classified ads. I was able to get 12 leads from these calls.

This was my week to look up the code violation leads. There were 26 cases in the minutes, and 11 of them made good leads. I still have not been able to go to one of the Code Enforcement Board meetings yet. I hope to attend one in the next couple of months.



On Monday I went over to the Clerk of the Court's office and pulled the divorce leads. There were 54 divorce final judgments and 13 of them made good leads.

I mailed out another 50 letters to local and out-of-area landlords. I received 5 responses that I included as leads.

My lead count was down for the week, but I think I have higher quality leads by further qualifying the drive-bys. Time will tell.

I finished listening to all of the tapes in Napoleon Hill's "**Your Right To Be Rich**" set. They were excellent; in fact, I have started listening to them again. I ordered "**The Direct Way**" audio book by Michael Dell, founder of Dell Computers.

I began working on my strategic plan. I have to put together a blueprint of what I'm going to do. I need to be in a position to operate the business on a full-time basis, once my job runs out.

I've been kind of flying by the seat of my pants, but I know this won't cut it if I want to make this a successful full-time business. I want to also build my long and short-term goals. My goals will provide direction for my strategic plan.

I followed the same exercise program. My walks are really refreshing and invigorating. Sometimes I get my pace up and begin thinking about the business and the two miles are over before I know it!

My diet is also still going strong. In fact, the whole family is following my diet now, so cooking meals is much easier. Although next weekend is Kayla's birthday and we will have ice cream and cake for her. I don't think one small piece of cake will hurt.

My numbers for the week...

- ✓ 8 probate leads
- ✓ 17 tax lien leads
- ✓ 26 preforeclosure leads
- ✓ 50 landlord letters mailed, 5 leads
- ✓ 11 code violation leads
- ✓ 13 divorce leads
- ✓ 150 aged classified calls, 12 leads
- ✓ 28 drive-bys, 6 leads
- ✓ 98 true leads
- ✓ 1 referral fee, \$500.

That's all for this week. Next week I hope to make more progress on my strategic plan.

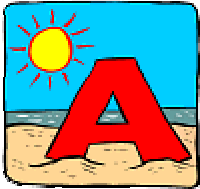
Barry's Thoughts

Well, there is not much to say at this point. Jo is putting together the final piece of her puzzle. She has started working on her strategic plan and goals. She has settled on the types of leads she will concentrate on, and will soon narrow her Investors further.

She also started thinking about the Investors that will make the best mentors and will help her take the next step.

She is in a good routine now for finding, submitting and following up on leads. There is not much more advice we can offer at this point, but let's stick around one more week.

Can you guess Jo's grade for the week? You got it, it's an...



Barry's Thoughts

Real Estate Jobbing Volume 3

WEEK 16

Getting Ready for the Next Phase

I met a patient this week that kind of marked the beginning of the next phase of my business. I was registering the son of a patient named Joe earlier in the week and I noticed he seemed very preoccupied.

I asked if everything was all right. I do this quite often and many times a patient will open up to me, just for showing a little concern. Joe must have been looking for an outlet, as he proceeded to tell me all of his problems.

Joe's wife, Brenda had passed away about a year ago, and he was left to raise his 8-year-old son alone. Brenda was the main breadwinner of the family and also took care of the family finances.

Joe was not able to keep up with all the bills on just his pay as a tree trimmer for a local company. He worked all over town four days a week, ten hours a day. He cut down and trimmed trees and bushes, as well as hauling them away.

Joe had filed bankruptcy about six months ago to get some relief from all of the debt. His house was lost in foreclosure a couple of months ago. He and his son moved into a small apartment.

Joe was able to buy another truck, but because of his credit he was forced to accept an extremely high interest rate on the loan. The loan payment was taking a huge bite out of his budget.

To make matters worse, he had recently been audited by the IRS and could not provide proof for some of the deductions that were taken 7 or 8 years ago. Brenda had always handled the family's taxes and record keeping.

He explained the situation to the IRS, but it did not matter. He had signed the tax returns and was now responsible for owing several thousand dollars in back taxes, penalties and interest.

The IRS was garnishing his wages to the tune of \$250 a month, and wanted even more. The garnishment along with his rent and car payments put him in a deficit situation or as we Investors call it, a negative cash flow situation.

He wanted to get a second job, but childcare would eat up most of the earnings he would get. I quickly got an idea and told him I might be able to help. I gave him my cell phone number and asked that he call me later in the evening.

I did not want to discuss my business during hospital business hours. I did not offer him my card at that time just to make sure I was not accused of conducting personal business on company time.

Joe called me later in the evening and I explained what I had in mind. I told him I was a Real Estate Investor and was looking to build a network of contacts to help me find properties.

He was perfect for my first Network Contact. He definitely needed the extra money, he traveled all over town each day and he even had Fridays off to do some extra looking.

I explained what types of properties I was interested in and how to recognize them. The best part was that for each property that he referred to me that ended up being purchased, he would earn between \$100 and \$300 each time, depending on the property.

Joe could hardly believe what he was hearing. Just for noticing distressed properties during the day and letting me know about them he would be paid at least \$100 if a deal was made.

It really was that simple. Joe thought this would be perfect for him. He could spend the whole day on Friday looking. He could even look on Saturdays since he could take his son with him.

He already knew of four such properties that he has seen in the past few weeks. He was going to track them down on Friday and give them to me as leads. Just two successful leads each month would allow him to pay all of his bills.

More than two successful leads would allow him to start paying down his IRS debt. Jo thanked me over and over and could not wait to get started.

I can offer him more money on some properties since I'm modifying my fee schedule effective next week. Maybe once Joe is ready he can be a Jobber for me and make even more money in his spare time.

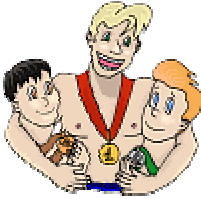
I'm not going to be greedy, since these are properties I probably would have never known about. Now I know what is meant by win-win; it feels good!

Barry's Thoughts

Building a network of contacts is a great way to increase your leads each month. You can't cover the entire market. Why not enlist the help of some people who can benefit as well?

As Jo noted, it's important not to be greedy, so pay your contacts well for successful leads. The more motivated they feel, the more leads they will find for you. Pay your contacts at least 20% of your referral fee.

If you haven't heard this enough, I'll say it once again...



...always think win-win.

Barry's Thoughts

Real Estate Jobbing Volume 3

2 More Referral Fees

It was another great week for referral fees. I had two more leads turn into referral fees. Tony made a deal on one of my classified leads and Doug closed on a preforeclosure lead I passed to him a few weeks ago.

Tony's deal was with a couple that wanted to move out to the country. They were fed up with the traffic, the crime and city life in general. They had found a little farm about 15 miles northwest of town.

They were hoping to get market price for their old house, but simply could not wait for the perfect offer. They were not overly concerned with making a ton of money on the transaction, because they wanted to move so badly.

The farm owners had received a few other offers, so the couple did not want to chance losing out to another offer on the farm. So they accepted Tony's offer of \$83,500.

The house was in a great neighborhood and only needed a paint job on the inside. Tony thought the house would easily sell for \$105,000 and would require less than \$1,000 of work. That equates to almost \$21,000 in profit for Tony.

Doug's deal involved another person who had lost their job. They had been downsized because of the economy. They were up to their neck in debt and fell so far behind there was no chance of coming up with the money needed to make the mortgage current.

Doug was able to give the couple \$7,000 in cash and pay off the \$11,000 owed in back taxes, mortgage payments and legal costs. The purchase price was \$74,200, with a market value of \$155,000.

After all repairs Doug will probably make over \$50,000 on the transaction! Not bad; that's over twice my annual salary. Doug takes the big risks and can reap the big rewards.

I consider \$1,500 in referral fees for the week to be a major success. My leads are paying off for the Investors, and I don't think I will have any trouble selling my new fee schedule.

Real Estate Jobbing Volume 3

Legal Structure

I attended the investment club meeting where the featured speaker was Shane, an attorney who specialized in real estate. He covered legal structures for Real Estate Investors. I was ready to take lots of notes.

I carefully listened to him discuss; C corporations, S corporations, limited liability companies, limited partnerships, general partnerships and sole proprietorships.

I've pretty much made up my mind to form a limited liability company (LLC). It sounds like the best legal structure for my company and is used by the majority of my Investors.

A LLC offers several advantages...

- ✓ I would not have personal responsibility for claims made against the business.
- ✓ I can have an unlimited number of owners, although it will only be Mike and I.
- ✓ It allows for flexible management. One or all of the members of the company can manage the LLC.
- ✓ Profits can be distributed in almost any way I see fit.
- ✓ The taxes flow through my personal tax return. There is no double taxation, since the profits are not taxed at the company level.

Barry's Thoughts

Make sure to consult with an attorney before deciding the legal structure of your business. The laws for the various legal structures can vary widely by state.

Hiring a lawyer is an important decision. Make sure to ask for written information about their qualifications and experience. Ask for referrals at your investor club meetings. You need someone who understands creative real estate.

What's good for Jo's business may not necessarily be good for your business. Always consult an attorney when making decisions that will have a legal impact on your business.



Barry's Thoughts

Real Estate Jobbing Volume 3

Jo's Analysis

The other major news is that I finished my strategic plan and my long-term goals. I spent most of the week working on it, which caused my lead numbers to dip a little, but it was worth it.

I realized that if I had been an Investor the nine successful leads could have easily generated over \$200,000; as a result I decided to put my goals for the next 5 years on paper.

I now have a much better understanding of what I must do to achieve my goals.

I decreased my number of Investors to eight. These have been my most productive Investors. All have generated at least one referral fee, except Jill. But she has a couple of deals in the works.

The other Investors never got close to a deal. I'm comfortable with eight Investors, and feel there are four or five that would make great mentors. I will stick with these eight for the next few months and then see if a re-evaluation is needed.

REFERRAL FEES BY INVESTOR												
	Drive-by	Foreclose	Ugly	Code Viol	Direct Mail	Classified	Tax Liens	Internet	Attorney	Divorce	Probate	Total
Kathy		\$500.00				\$1,000.00						\$1,500.00
Sam		\$500.00										\$500.00
Brian			\$1,000.00									\$1,000.00
Pam					\$1,000.00							\$1,000.00
Vaughn	\$500.00											\$500.00
Tony						\$1,000.00						\$1,000.00
Doug		\$500.00										\$500.00
Jill												\$0.00
Total	\$500.00	\$1,500.00	\$1,000.00	\$0.00	\$1,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6,000.00

Figure 75 - Jo's Final Investors

I will also stick with the lead generating methods I've been using for the past few weeks. Not all methods have earned referral fees yet, but my Investors currently have deals in the works for preforeclosures, code violations, tax liens and divorces.

I have earned 9 referral fees for a total of \$6,000. When I look at my total close ratio it is very low. I have a 1% close ratio with nine referral fees on just over 900 leads.

I have earned an average of \$1,500 per month since I've started the business. However, the first month was mostly planning and the second month was spent building leads. So if I just look at my two productive months I earned \$3,000 per month!

My numbers will improve since I'm now working with my most productive Investors. I'm also further qualifying my leads, especially the drive-bys, which should really help. I will review my numbers again in a couple of months.

I will also run the Jobber ratios at that time. They will make more sense now that I have my final Investors. I may need to further qualify the preforeclosures. If necessary I will discontinue the unproductive lead sources.

I can really see the numbers game coming into play, but I have to make sure I'm producing the numbers for the most productive Investors using the most effective lead sources.

TOTAL LEADS BY TYPE												
	Drive-by	Foreclose	Ugly	Code Viol	Direct Mail	Classified	Tax Liens	Internet	Attorney	Divorce	Probate	Total
Week 1												
Week 2												
Week 3	18											18
Week 4	53											53
Week 5	40	26										66
Week 6	46	48	2									96
Week 7	44	38	1									83
Week 8	63	54	3	7								127
Week 9	72	69			5							146
Week 10	60	64	2		8	7						141
Week 11	28	46		8	5	12	36	2	1			138
Week 12	64	54	1		7	14						140
Week 13	54	66	3		9	10				18		160
Week 14	60	59	2		11	13				12		157
Week 15	5	66	1	11	8	12	17			13	8	141
Week 16	3	62	3		10	11			1	16		106
Total	610	652	18	26	63	79	53	2	2	59	8	1572
Percent	39%	41%	1%	2%	4%	5%	3%	0%	0%	4%	1%	
Close Ratio	0.16%	0.46%	16.67%	0.00%	1.59%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%
Referral Fees	\$500	\$1,500	\$1,000	\$0	\$1,000	\$2,000	\$0	\$0	\$0	\$0	\$0	\$6,000.00

Figure 76 - Jo's Total Leads

Drive-bys have been a big part of my total leads, but have not produced a lot of results. Most of the drive-bys are not motivated at the time of the drive-by.

My new approach to drive-bys will definitely improve the drive-by referral fees and my overall close ratio. I will have to track the numbers to figure out how many drive-by leads I will need each month to reach my goal.

I want to generate 1 successful drive-by lead each month.

The preforeclosure leads are plentiful and don't take up much time. So far I have earned three referral fees from preforeclosures. I have four or five preforeclosure leads actively being pursued by my Investors. They should continue to be profitable.

It has taken an average of 112 preforeclosure leads to earn a referral fee. I plan to average 2 successful preforeclosure leads per month. That will require about 225 leads per month. I will have to begin looking up foreclosures in another county to hit this goal.

Ugly properties have had the best close ratio, but they are the most difficult to find. I have not looked specifically for ugly properties so far. I have found them during the course of my drive-bys. This is where my Network Contacts will prove to be effective.

I may begin spending some time on Saturdays looking for just ugly properties. I know of a few areas of town that probably have a lot of vacant and ugly properties.

I would like to generate one referral per month from vacant and ugly properties.

I will continue checking the code violations once a month. I have not had any referral fees from the violations yet. But I have one of these properties currently in the negotiating process.

I would like to get one referral fee every three months from code violations.

I had one successful lead from my direct mail campaign to landlords. So far I have sent out 375 letters to landlords and received 44 (12%) responses from interested landlords. I have a couple of direct mail leads currently being pursued.

I have spent about \$125 on postage and earned \$1,000, for a net profit of \$875 on my direct mailings. I will continue to mail to 50 landlords a week. I will also follow up every six months on previous mailing where I received no response.

So far it's taken about 350 letters to earn a referral fee from direct mail. I would like to generate 1 successful lead every two months from this source.

I have had two successful leads from the classifieds and earned \$2,000 from this source. I have made approximately 1,300 phone calls and generated 79 (6%) leads.

I have spent about 65 hours making phone calls and have earned about \$31 per hour for my time. This is quite an improvement over my hospital salary!

Going forward I will strive to make 150 calls per week. So far it's taken about 650 calls to earn a referral fee. I hope to have 1 successful lead each month from this source.

I have not earned any tax lien referral fees yet, but I think it's still a good source. There are currently two deals in the works for tax liens. In both deals the liens are over \$10,000.

Going forward I will raise the minimum lien amount to \$10,000 before including it as a lead. I hope to generate 1 lead every two months from tax liens.

I haven't had any luck with Internet leads yet. I will check them once a month and look for some local FSBO sites to check out.

I have had just a couple of calls from attorneys, but no successful leads. This is a passive source that does not take up any of my time. I will continue looking for more attorney contacts and check in with them monthly.

I'm close on a couple of divorce leads. I've only been looking them up for about four weeks and the activity should pick up as I increase the number of divorce leads that I find.

I want to generate one successful divorce lead each month.

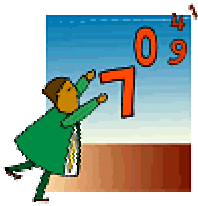
The probate leads will also be a good lead source. But I'm going to hold off until I'm working the business full time. A little more time on the research end and finding the sellers will be required for probate leads.

Barry's Thoughts

Jo has done a very thorough job of analyzing her business for the first few months. She also realizes that these goals will change as she continues to develop her lead finding skills. Reevaluate and adjust your goals as often as needed.

The numbers are all based on her actual performance and should be achievable. You can use the same thought process when setting your first lead goals. You will want to wait until you have generated some referral fees before setting your lead goals.

This way you are not...



...pulling numbers out of thin air.

Barry's Thoughts

So my lead goals for the next 6 months will be...

Lead Type	Monthly Successful Leads	6 Month Total Successful Leads
Drive-bys	1	6
Preforeclosure	2	12
Ugly Properties	1	6
Code Violations	0.25	1.5
Direct mail	1	6
Classified	1	6
Tax Liens	0.5	3
Divorce	1	6
Total	8	47

Figure 77 - Jo's Six-Month Goals for Leads

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This Week's Accomplishments

I hit most of my goals for the month.

	Goal	Actual	Comments
Drive-bys	125	122	Changed methods during month
Direct Mail to Landlords Leads	25	38	Goal Made
Classified Call Leads	40	46	Goal Made
Internet Leads	5	0	Goal Missed
Tax Liens	20	17	Goal Missed
Preforeclosures	200	375	Goal Made
Submitted Leads	415	564	Goal Made
Referral Fees	3	6	Goal Made
Look at Properties	5	6	Goal Made
Attend Investor Club Meeting		Yes	Goal Made
Attend Wholesaler Subgroup Meeting		Yes	Goal Made
Attend Newbie Subgroup Meeting		Yes	Goal Made
Follow up with Attorneys		Yes	Goal Made
Order and Listen to Napoleon Hill Tapes		Yes	Goal Made
Read Multiple Streams of Income		No	Goal Missed
Read the Science of Getting Rich		No	Goal Missed
Order and Read Over the Top		No	Goal Missed
Exercise 4 days per week for 45 minutes		Yes	Goal Made
Healthy Diet		Yes	Goal Made
Loose 5 pounds	5	7	Goal Made

Figure 78 - Jo's Monthly Goal Results

Barry's Thoughts

You are not always going to hit every goal you set, but it's important to keep track of your results. You want to understand why you did not hit all of your goals.

It may be because you did not have enough time that particular month. Or it may be the goal is not reachable. Adjust your goals as necessary and keep reaching for the stars... I mean the money.



Barry's Thoughts

I did not do as much reading as I would have liked, I will make up for it next month. My goals for next month are...

JO JOBBER GOALS

Month of October 2002

- 20 Premium Drive Bys FSBO or FRBO leads
- Direct mail to 300 landlords, 36 leads
- Call 600 classified ads, 40 leads
- Obtain 5 Internet FSBO leads
- Obtain 20 federal Tax Lien leads
- Obtain 400 Pre-foreclosure leads
- Submit 521 leads to investors, with researched information
- Receive at least 7 or 8 referral fee payments
- Look at 5 properties
- Attend Investor Club meeting
- Attend Wholesaler subgroup meeting
- Attend Newbie subgroup meeting
- Follow up with Attorney contacts
- Read Multiple Streams of Income
- Read The Science of Getting Rich
- Read Over the Top
- Exercise 4 days per week for 45 minutes each
- Continue eating a healthy diet
- Loose 5 pounds

Figure 79 - Jo's Goals for the Next Month

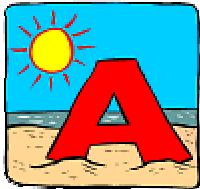
Barry's Thoughts

Well, I think Jo is well on her way to becoming a successful Real Estate Jobber and then a successful Real Estate Investor. She has made some mistakes along the way, but never gave up.

You must understand that success will not happen overnight and will require some effort on your part.

The most important lesson to take away is not to give up when the going gets tough, and no matter what anyone says always believe in yourself.

Since this is our last week with Jo, let's give her a final grade. She has passed every test so far and continued to work hard on her business each day. She made the necessary sacrifices and as a result gets an...



...for her Jobber final grade.

Barry's Thoughts

SUMMARY

Well we have spent a lot of time with Joanne Jobber. We saw her take her business from just a wish to reality. She made some mistakes along the way, and so will you.

She always bounced back and learned from her mistakes, as must you. I hope she gave you a few ideas of what to expect and how you can get your business underway.

There are some important lessons that I want you to take away from Jo's experiences...

- ✓ Always believe in yourself, even if you haven't in the past. Use the resources in the Jobber Biz Toolz and suggested reading to help motivate you. You will probably be your only source of motivation in the beginning.
- ✓ Don't give up. Success usually does not happen overnight. No matter what, keep going. You can't hope or wish your way to success. There is no magic formula; you have to make it happen. If there were a magic pill everyone would be taking it.
- ✓ Work on your business everyday. Do something every single day to move closer to your goals. Don't take off the weekends; use that valuable time to further your business. Remember, some short-term sacrifices are necessary for long-term success.

- ✓ More leads=more money. Try every lead source and see which works best for you. Don't discount any lead source before giving it a try.
- ✓ Know your business. Analyze constantly, always looking for a better more profitable way. The business is simple; find leads for Investors. But you want to make sure you are providing leads to, and working with Investors that get results. This will only happen if you understand what lead sources your money is generated from and which Investors are productive. Know how many leads it takes to generate a referral fee for each source.
- ✓ Always seek to increase your knowledge. Read as many applicable books as you can. Listen to as many audiotapes as you can. Attend your local Investment Club meetings and sub-group meetings. Learn as much as you can from your Investors and Mentors.
- ✓ Give back. Community service should be very important to you. Don't just take, but give back also. You are making your money in your community so cheerfully give back. It will come back to you over and over again. Remember, win-win.
- ✓ Set goals and plan. Don't wait to decide what you want out of life. Give it some thought and write down what you want. Dream big. Once you understand how to generate income

you will be able to put a plan together to achieve your goals, just as Jo has done.

- ✓ Do your research. Investigate the various legal processes in your state and county. Don't take anyone's word, do your own research and learn for yourself. Learn the foreclosure, probate, divorce, tax lien and other legal processes for your area. All of the research information you need is probably available somewhere online. Start surfing.
- ✓ Visit your county courthouse. Learn where all of the public records are kept and learn how to use them. Ask for help from the office workers and treat them with respect. The more you learn the more efficient you will be at generating leads.
- ✓ Make your business legal. This goes along with research. Make sure to get the necessary permits and licenses to make your business legal.

You have seen a lot of document examples throughout this book. They are meant to simply give you an understanding of the document. This does not mean that the documents used in your area will be identical in appearance or name.

There should be some similarity in the documents, and you should at least have an idea of what to look for. Remember what worked for Jo may not work for you, but it's worth a try.

A number of factors including, but not limited to, your market, your document availability, your efforts and local laws and regulations will play a role in determining your results.

Please take time and review Jo's strategic plan in Appendix A. It's a good format and will work well for you. After that it's time to introduce your Jobber business to the World Wide Web...



...through a Real Estate Jobber Website.

WHAT'S NEXT?

Volume 4 – Real Estate Jobbing and the WWW

Next you will move on to Volume 4 – Real Estate Jobbing and the World Wide Web. You will learn everything you ever wanted to know about the Internet and websites.

Why have a website for your Jobber business? This question will be answered in full. You will not only understand why a website is important for your business, you will actually learn how to build an inexpensive, yet powerful business website.

Joanne Jobber will help us out again, by letting us tag along as she builds a Jobber website.

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APPENDIX A - JO'S STRATEGIC PLAN

Business Description

Name

I decided to name my business EZ Property Solutions. I want to provide easy solutions for Motivated Sellers and my Investors.

History

I started the business four months ago to begin taking control of my life, by earning extra money and learning the real estate investing business. I used the Real Estate Jobber course to learn about real estate jobbing.

I learned how to find Investors to work with and how to generate a variety of leads for them. All leads involve Motivated Sellers, which allow the Investors to buy properties for less than market value and sell the property for a profit.

Investors pay me a referral fee for all successful leads. I started out with 24 Investors and have narrowed my number of Investors to the 8 most productive.

I have earned 9 referral fees for a total of \$6,000, and my husband Mike has recently become involved in the business.

Mission Statement

To find quality property leads for my Investors through a variety of sources, which meet their needs. To earn extra income while learning the real estate investment business, and to provide easy property solutions for all of my customers.

Objectives

- ✓ To be able to work my Jobber business on a full-time basis, and double my hospital take home pay within 5 months.
- ✓ To become a professional Real Estate Investor within 12 months.
- ✓ To generate at least 8 successful leads each month.
- ✓ To develop mentor relationships with 3 Investors in the next 6 months.
- ✓ To build a network of contacts of at least 25 people in 6 months.

Services Description

Generating Motivated Seller property leads for Real Estate Investors. Researching public records to find all of the information on each lead that Investors need to make a purchase decision.

Legal Formation - Owners

Limited Liability Corporation (LLC), jointly owned by Mike and I to be set up in the next 30 days. An Attorney recommended by the local Investment Club will handle all of the paperwork.

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Vision

Phase One

Phase one is the initial stage where all of the lead finding sources are tested. I will evaluate all of the sources and determine which work the best for me. Investors are narrowed to the 8 most productive.

Expected duration 6 months.

Phase Two

In phase two we will take the extra step of contacting the sellers and further qualifying all leads before submitting to Investors. Only leads that have a significant chance of success will be submitted.

Every lead will be a premium lead and earn at least \$1,000 each time. This will also increase our close ratio substantially and give us practice talking to sellers, which will be a great benefit in phase 3.

Mentors are selected and we will begin learning how to buy and sell properties. We will also work hard to increase our network of contacts during this phase.

Expected duration 6 months.

Phase Three

In phase three we actually begin buying and selling properties. We will proceed as follows...

1. Put properties under contract and wholesale to other Investors and owner/occupants beginning in year 2.
2. Purchase properties under lease options and resell to owner/occupants beginning in year 2.
3. Purchase properties, rehab and sell to owner/occupants- to begin approximately in year 3.

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Marketing

Customers

There will be four distinct sets of customers...

- ✓ **Investors** – we will continue to find properties for Investors to buy, and in exchange receive referral fee payments.
- ✓ **Motivated Sellers** – we will soon begin contacting all Motivated Sellers directly and try to find a solution for their situation through one of our Investors.

- ✓ **Network Contacts** – we have already started building a network of contacts to be on the look out for distressed properties. We will continue to recruit contacts to look for distressed properties.

When they run across a distressed property they will pass the information on to us. We will do the research and determine which Investor to give the lead to. If it's a successful lead the contact will receive at least \$100.

- ✓ **Homebuyers** – In phase 2 we will also actively seek homebuyers and connect them with Investors who have properties to sell. If the buyer purchases the home, we will receive a fee based on our new fee schedule.

Lead Sources

We have narrowed our lead sources to the following...

- ✓ Qualified drive-bys
- ✓ Preforeclosures
- ✓ Ugly and vacant properties
- ✓ Properties with code violations
- ✓ Direct mail to local and out of area landlords
- ✓ Calling aged classified ads
- ✓ Properties with federal tax liens
- ✓ Properties included in divorce cases
- ✓ Properties in probate (to begin in about 6 months)

We will also utilize some of the paid advertising sources including a website, classified ads, flyers, door hangers, vacation certificates,

government bankruptcy notices, postcards, magnetic signs, bandit signs and business card calendars.

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Pricing

Current Fee Schedule

Our current fee schedule pays \$500 for normal leads that result in the Investors being able to buy the property and \$1,000 for [premium leads](#).

New Fee Schedule

Our new fee schedule, which is effective immediately, is based on a percent of the Investor's purchase price. For normal leads our referral fee will be 1% of the purchase price with a \$500 minimum and a \$1,500 maximum.

Premium leads will follow the same fee schedule except the minimum will be \$1,000.

Jo's Revised Fee Schedule							
Fee Category	Purchase Price From	To	Referral Fee	Fee Category	Purchase Price From	To	Referral Fee
1	\$1.00	\$50,000.00	\$500.00	21	\$97,501.00	\$100,000.00	\$1,000.00
2	\$50,001.00	\$52,500.00	\$525.00	22	\$100,001.00	\$102,500.00	\$1,025.00
3	\$52,501.00	\$55,000.00	\$550.00	23	\$102,501.00	\$105,000.00	\$1,050.00
4	\$55,001.00	\$57,500.00	\$575.00	24	\$105,001.00	\$107,500.00	\$1,075.00
5	\$57,501.00	\$60,000.00	\$600.00	25	\$107,501.00	\$110,000.00	\$1,100.00
6	\$60,001.00	\$62,500.00	\$625.00	26	\$110,001.00	\$112,500.00	\$1,125.00
7	\$62,501.00	\$65,000.00	\$650.00	27	\$112,501.00	\$115,000.00	\$1,150.00
8	\$65,001.00	\$67,500.00	\$675.00	28	\$115,001.00	\$117,500.00	\$1,175.00
9	\$67,501.00	\$70,000.00	\$700.00	29	\$117,501.00	\$120,000.00	\$1,200.00
10	\$70,001.00	\$72,500.00	\$725.00	30	\$120,001.00	\$122,500.00	\$1,225.00
11	\$72,501.00	\$75,000.00	\$750.00	31	\$122,501.00	\$125,000.00	\$1,250.00
12	\$75,001.00	\$77,500.00	\$775.00	32	\$125,001.00	\$127,500.00	\$1,275.00
13	\$77,501.00	\$80,000.00	\$800.00	33	\$127,501.00	\$130,000.00	\$1,300.00
14	\$80,001.00	\$82,500.00	\$825.00	34	\$130,001.00	\$132,500.00	\$1,325.00
15	\$82,501.00	\$85,000.00	\$850.00	35	\$132,501.00	\$135,000.00	\$1,350.00
16	\$85,001.00	\$87,500.00	\$875.00	36	\$135,001.00	\$137,500.00	\$1,375.00
17	\$87,501.00	\$90,000.00	\$900.00	37	\$137,501.00	\$140,000.00	\$1,400.00
18	\$90,001.00	\$92,500.00	\$925.00	38	\$140,001.00	\$142,500.00	\$1,425.00
19	\$92,501.00	\$95,000.00	\$950.00	39	\$142,501.00	\$145,000.00	\$1,450.00
20	\$95,001.00	\$97,500.00	\$975.00	40	\$145,001.00	\$147,500.00	\$1,475.00
				41	\$147,501.00	And Up	\$1,500.00

Figure 80 – Jo's New Fee Schedule

The second tier of the fee schedule will be effective when we begin pre-qualifying all leads in about 6 months. The minimum will remain \$1,000, but the percent of purchase price will increase to 1.5%, and the maximum will be \$2,000.

For homebuyers who purchase from the Investor the referral fee will be \$750, since there is no research involved and we simply made the connection between buyer and Investor.

Fee Schdule Comparison

Week	Lead Type	Purchase Price	Old Schedule	New Schedule
Week 10	Preforeclosure	\$ 57,000.00	\$ 500.00	\$ 570.00
Week 11	Preforeclosure	\$ 77,000.00	\$ 500.00	\$ 770.00
Week 12	Ugly House	\$ 42,000.00	\$ 500.00	\$ 500.00
Week 13	Direct Mail	\$ 67,000.00	\$ 1,000.00	\$ 1,000.00
Week 14	Classified	\$ 72,000.00	\$ 1,000.00	\$ 1,000.00
Week 14	Drive-by	\$ 68,000.00	\$ 500.00	\$ 680.00
Week 15	Ugly House	\$ 15,000.00	\$ 500.00	\$ 500.00
Week 16	Classified	\$ 83,500.00	\$ 1,000.00	\$ 1,000.00
Week 16	Preforeclosure	\$ 74,200.00	\$ 500.00	\$ 742.00
Total			\$ 6,000.00	\$ 6,762.00
Avg Referral Fee			\$ 666.67	\$ 751.33

Figure 81 - Jo's Referral Fee Schedule Comparison

Using the current referral fees as the basis, the new fee schedule will increase our average referral fee by about 13%.

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Operations

Process Flow

1. Find leads using the various sources indicated earlier and through Network Contacts.
2. Use public records to research the properties and obtain all of the necessary information.
3. Contact property owner if necessary.
4. Submit leads to Investors at least weekly.
5. Follow up with Investors.
6. Collect referral fees.

Daily Operations

Daily operations will consist of finding leads through the various sources, researching public records, contacting Investors, contacting Motivated Sellers and handling paperwork.

Tools

The major tools used are the computer system and Internet. Most public records can be accessed online. Investor communication is done primarily through e-mail.

We will buy a second computer system and network it with our old system through the high-speed cable modem. This will allow us both to access the public records at the same time.

This will cut down on research time and increase productivity. Adding two new Counties will require two people to do the research.

Website

I will be building a website in the next couple of weeks, which will serve the needs of all four of our customer groups. There will be a variety of online forms to accommodate their needs.

Expansion

Our growth plans include connecting homebuyers with our Investors, making every lead a premium lead, and forming a real estate investing company.

To meet our short-term financial goals we will have to expand our market area to other counties to generate the number of leads we will need. We will also have to recruit new Investors who are experts in these counties.

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Referral Fee Projections - 12 Months

Below are the referral fee projections for the next six months, based on my monthly action plan. The new referral fee schedule assumes an average Investor purchase price of \$75,000.

Lead Type	Monthly		6 Month Total	
	Leads	Fees	Leads	Fees
Drive-bys	1	\$1,000	6	\$6,000
Preforeclosure	2	\$1,000	12	\$6,000
Ugly Properties	1	\$500	6	\$3,000
Code Violations	0.25	\$188	1.5	\$1,125
Direct mail	1	\$1,000	6	\$6,000
Classified	1	\$1,000	6	\$6,000
Tax Liens	0.5	\$375	3	\$2,250
Divorce	1	\$750	6	\$4,500
Total	8	\$5,813	47	\$34,875

Figure 82 - Jo First 6 Month Projections

After six months I will be concentrating on the business full-time and increasing the number of successful leads by pre-qualifying every lead. We will also begin looking for leads in two other counties and increasing the number of Investors we work with.

The second tier of our fee schedule will also have kicked in and raised the average referral fee. Our Network Contacts should be in full swing by this time and will help us hit our referral fee targets.

The projections call for us to generate over \$127,000 in the next 12 months.

The numbers for the second six months also assume an average Investor purchase price of \$75,000 and are shown below.

Lead Type	Monthly		6 Month Total	
	Leads	Fees	Leads	Fees
Drive-bys	2	\$2,250	12	\$13,500
Preforeclosure	3	\$3,375	18	\$20,250
Ugly Properties	2	\$2,250	12	\$13,500
Code Violations	1	\$1,125	6	\$6,750
Direct mail	1	\$1,125	6	\$6,750
Classified	1	\$1,125	6	\$6,750
Tax Liens	1	\$1,125	6	\$6,750
Divorce	1	\$1,125	6	\$6,750
Probate	1	\$1,125	6	\$6,750
Hume Buyer Ref	1	\$750	6	\$4,500
Total	14	\$15,375	84	\$92,250
12 Month Total			131	\$127,125

Figure 83 - Jo's Second 6 Month Projections

Accounting & Record Keeping

We will begin utilizing QuickBooks to keep track of our business revenue and expenses. I will contract with a CPA recommended by the local Investor Club.

Monthly I will submit a QuickBooks file with all of our referral fees and business expenses to the CPA. The CPA will assure all entries are correct and prepare our financial statements.

The CPA will also handle our income taxes.

The 5-Year Plan

Our 5-year plan is shown on the following pages. This encompasses our short-term and long-term goals.

EZ Property Solutions 5 Year Plan

By the end of Year 1

Financial	Business	Personal	Community
	Continue building Jobber business and expand to two more counties. Jo and Mike to review real estate investing programs recommended in their guide.	Jo to lose 15 more pounds and continue to eat healthy.	Donate to local charities.
Pay off all consumer debt - credit cards, cars and other loans. This will take \$45,000.	Set up a website for the company.	Jo to work full-time on Jobber business.	Participate in Habitat for Humanity.
Have \$5,000 in savings	Incorporate business.	Take a family vacation.	Donate to church.
Begin college fund for Kids - \$3,000.	Work with 3 mentors. Active in local Investment Club		

By the end of Year 2

Financial	Business	Personal	Community
Wholesale properties – average flipping at least 2 properties per month generating \$7,000 each.	Use jobbing knowledge to become wholesalers.	Mike to quit his job.	
Create \$600 positive cash flow monthly from lease options.	Purchase and turn over 2 properties through lease options.	Jo to continue healthy life style.	Donate to local charities.
Have at least \$35,000 in savings & other investments.	Active in local Investment Club	At least 3 continuing education events. Take a family vacation.	Participate in Habitat for Humanity. Donate to church.

The 2004 Real Estate Jobber Course - Volume 3

By the end of Year 3

Financial	Business	Personal	Community
Generate \$15,000 per month and have a positive cash flow of \$1,200 per month from lease option holdings.	Continue as wholesalers, flipping, lease optioning and selling properties as-is to owner/occupants.	Jo to continue healthy life style.	Donate to local charities.
Have at least \$140,000 in savings & other investments.	Begin mentoring an eager Jobber.		Participate in Habitat for Humanity.
Payoff \$53,000 mortgage on current home - completely debt free.	Active in local Investment Club	At least 3 continuing education events. Take 2 family vacations.	Donate to church.

By the end of Year 4

Financial	Business	Personal	Community
Generate \$17,000 per month, rehab profit of \$30,000, lease option profits \$60,000	Continue as wholesalers, flipping, lease optioning and selling properties as-is to owner/occupants, 1 rehab project. Exercise 4 old lease options.	Jo to continue healthy life style.	Donate to local charities.
Have at least \$250,000 in savings & other investments.	Continue mentoring eager Jobbers.	At least 3 continuing education events. Take 2 family vacations.	Participate in Habitat for Humanity. Donate to church.
	Active in local Investment Club		

By the end of Year 5

Financial	Business	Personal	Community
Generate \$18,000 per month, rehab profit of \$105,000, monthly positive cash flow of \$1,200 for lease options.	Continue as wholesalers, flipping, lease optioning and selling properties as-is to owner/occupants, 3 rehab projects, experiment with small apartment building.	Jo to continue healthy life style.	Donate to local charities.
Have at least \$400,000 in savings & other investments.	Purchase 4 lease option properties	At least 3 continuing education events.	Participate in Habitat for Humanity.

Active in local Investment Club	Buy dream home through foreclosure, 5 bedrooms, 3 bathrooms, and 4,000 sq ft, pool - pay cash no more than \$250,000. Take 2 family vacations.	Donate to church.
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Barry's Thoughts

Jo has put together a very comprehensive strategic plan. This gives her a good framework to build her business on. Obviously she will have to adjust her plan as she moves forward.

This is her first strategic plan and it will change many times throughout the course of the year. It will always have to be revised annually to reflect any changes that have taken place in the business and/or the market.

Projections are basically your best guess based on the information that you have available. As you get more information, make the necessary changes to your plan.

The numbers will get more and more accurate as you gain experience, soon you will be able to predict referral fees and expenses very accurately.

Make sure your long-term and short-term goals include all aspects of your life.

Get started on your strategic plan as soon as practical. It won't be perfect, but you can always make changes, since it won't be written in stone.

Your strategic plan needs to be your roadmap to success...



...not a masterpiece.

Barry's Thoughts

Real Estate Jobbing Volume 3

NOTES

Start Your Plan Here

This image shows a full page of blank handwriting practice paper. It features evenly spaced horizontal blue lines across the entire surface, providing a guide for letter height and placement. There are no margins, text, or other markings on the page.